



Design Lead with 4+ years leading digital products and scaling design practices within cross-functional teams, supported by a strong foundation in Interior Architecture. I work at the intersection of product strategy, user insight and execution, driving end to end discovery, aligning design decisions with business outcomes, and translating complexity into clear product direction. Experienced in mentoring designers and embedding data informed design into decision making processes.

## Experience



2023 – Present

### **Movistar Prosegur Alarms**

Design Lead

- Led end to end product discovery and delivery, defining product vision, strategy and success metrics for the App. Analyzing performance in market.
- Translated qualitative insights and performance data into actionable product improvements and growth opportunities.
- Orchestrated and mentored the design team, partnering closely with PO's and Engineering on roadmaps and delivery.



Jan – Dec 2023

### **Selectra**

MID Product Designer

- Owned full-cycle design across energy and telco platforms in a performance driven environment.
- Designed end to end experiences focused on conversion, retention, and churn reduction.
- Balanced fast delivery with data informed decision making across multiple verticals.



Apr 2022 – Jan 2023

### **North Studio**

Product Designer

- Designed next generation SEAT and CUPRA infotainment systems shipped world wide.
- Contributed to scalable design foundations for complex multi-device ecosystems.
- Collaborated closely with engineering teams and mentored junior designers.



Feb – May 2022

### **Hogarth Worldwide**

UX/UI Designer

- Improved user flows and conversion in collaboration with marketing teams.
- Delivered cross market solutions aligned with brand and technical constraints.



2019 – 2022

### **Proyecto Singular**

MID Interior Architect

- Led hospitality projects world wide from concept to execution with multidisciplinary teams. Developing strong skills in problem-solving, stakeholder management, and project leadership, now applied to digital product environments.

## Education

2022

### **Bootcamp Motion Graphics**

Post-production, Motion Graphics, Audiovisual Communication

2021

### **Bootcamp UX/UI**

CEI School, Madrid.

2014 – 2018

### **Interior Architecture**

ETSAM, Polytechnic University of Madrid.

## Core skills

Product Discovery · Product Strategy · UX Research · Data-informed Design · Design Leadership · Design Systems · Interaction Design · Usability Testing · Accessibility · A/B Testing · Prototyping

## Awards & Recognitions

**Honors Degree for the Best Final Degree Project** in Interior Architecture , ETSAM (UPM – 2018)

**Microsoft + Movistar Prosegur Alarms**

**Hackathon:**AI-powered support agent for Webapp and App (2025)

## Tools

Figma · Cursor · Nano Banana · Jira · Notion · UXCam · Lookback · Firebase · Analytics · Office Suite · HTML + CSS (basics) · AutoCAD · Indesign

## Languages

Spanish (Native) · English (Advanced)

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