

## Professional Experience

2023 **adidas**

Present *Lead Product Designer*

- Led the strategic redesign of the B2B sell-in experience, unifying fragmented customer and sales rep journeys into a single end-to-end flow grounded in deep workflow research and data insights.
- Conducted a strategic audit of full CRM experience across 30+ lifecycle programs, identifying weakness points, and drove a new experience strategy, shifting the paradigm from broadcast emails to intentional, moment-driven communications.
- Defined and led the end-to-end design of a unified design system (30+ internal tools: 40+ components), contribution model, and governance framework, enabling faster delivery, cross-market consistency, and a scalable foundation for future tooling.
- Designed the MVP of an internal content personalisation tool that enables teams to create and publish targeted content across all channels from a single interface, reducing operational overhead and increasing consumer engagement through more relevant communications.

2021 **The Cocktail** (top digital design boutique in Spain; acquired by WPP in 2024; its founder is now WPP Spain's CEO)

2023 *Lead Product Designer / Design Manager*

**Wallbox** (Nasdaq-listed EV company)

- Led full app redesign. Improved App Store rating from 2.4 to 4.0.
- Established new cross-team workflows between product, tech, data, and design, significantly reducing release cycle time.
- Redesigned fast charger UX for public infrastructure and evolved the company's design system.

**Repsol** (Energy)

- Defined and designed commercial campaigns conducting A/B testing for the e-commerce platform, which improved CTR and engagement by 10%+.

**ISDI** (Digital Business Education)

- Complete website redesign with scalable component library.

2015 **BBVA** (Banking)

2021 *Senior Product Designer*

- Defined and delivered new standards for digital financial products to support BBVA's customers transition into more sustainable entities.
- Led creation of 4 new app innovation features (New Landing, My Trips, Currency Converter, Expense Sharing) increasing travel insurance purchases by 19% and loans by 40%+, leading a cross-functional design team end-to-end.
- Created a design system for wearable/watch devices, extending the BBVA app ecosystem.
- Co-created 1,100+ experiences with Millennials across EU, US and MX; led internal roadshow to drive innovation culture across business units.

## Teaching & Earlier Experience

2006 *Lecturer*

2023 CEU San Pablo University (Art Direction, Customer Journey, Creative Strategy at POS) and School Up (portfolio coaching).

*Art Director*

McCann Erickson, TBWA, Havas Life, Saatchi & Saatchi Health (for Pfizer, Roche, Sanofi, AbbVie, Coca-Cola, PlayStation, McDonald's among others).

## Education

Current *Product Direction & Culture* (Instituto Tramontana)

2021 *Futures Design* (Instituto Tramontana)

2021 *Business Expert* (The Power MBA)

2016 *Service Design* (H2i institute)

2012 *A crash course on Creativity* (Stanford university online)

2009 *Intensive Creative Portfolio* (School of Visual Arts - New York City)

2006 *Master's degree in Advertising and Public Relations* (UCM\_Universidad Complutense de Madrid)

## Relevant Skills

*Design & Prototyping* \_ Figma, Design systems, Service Design, Usertesting, Photoshop, Illustrator, InDesign

*Methodologies* \_ Design Thinking, Agile/Scrum, Lean Startup, A/B Testing, Shape Up

*AI & Emerging Tools* \_ Claude Code, LLM integration across the design process, (AI-assisted portfolio development)

*Collaboration* \_ Miro, GitHub, Jira, Confluence, Slack, MS Teams, Trello

*Languages* \_ Spanish (Native), Advanced English (Working language)