

# Nacho Ro. Zanón

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## Education.

### KSchool

Master's in UX/UI: User Experience, Usability & Interfaces Design  
Madrid, Spain  
Oct 2019 — Apr 2020

### ESMOD Internacional

Master's in Fashion & Luxury Brand Management  
Paris, France  
Jan 2015 — Dec 2019

### Universidad Europea

Doble degrees in Marketing Management & Advertising  
Madrid, Spain  
Sep 2009 — Jun 2014

### University of Birmingham

Bachelor degree in International Marketing Management  
Birmingham, UK  
Sep 2009 — Jun 2013

### Conservatory Rodolfo Halffter

Professional degree in Violin  
Móstoles, Spain  
Sep 1999 — Jun 2010

## Tools.

### Design

Figma - Expert  
Sketch - Proficient  
Adobe Suite - Proficient  
HTML & CSS - Beginner

### Management

Notion - Proficient  
Linear - Expert  
Atlassian suite - Competence  
Microsoft suite - Proficient

## Skills.

Holistic Perspective.

Think Outside the Box.

UX Mastery.

Enthusiastically Committed.

Bold Risk-Taker.

Identity Architect.

Fluent in Spanish, English &

French.

## Entrepreneur.

### Casa del Indiano

Guest House

### Barai Sunglasses

Fashion Brand

## Product Designer

A product designer, crafted in the luxe & artistic universe, adept at creating user-centered designs, driving innovation, and leading cross-functional teams to deliver impactful products

## Experience.

### Product & Design Lead

La Orotava, Spain (Remote)  
Jun 2022 — Today

Komon tech.

Reference: Sebastián Fernández-Medrano

A platform for artists to launch their community accessible through the purchase of NFTs.

- Led product strategy and MVP rollout, achieving a 20% increase in monthly user growth.
- Orchestrated product lifecycle, securing 2700+ users and 100+ daily actives.
- Transformed designs into prototypes, pushing product development forward and lifting conversion rates to 2.3%.
- Excelled in UX design, leveraging user research and problem-solving for market-responsive innovation.
- Guided creative direction, embedding brand essence throughout the company.
- Led cross-functional teams, focusing on UX to enhance product performance.

### Product Designer

Madrid, Spain (Remote)  
Feb 2020 — Jun 2022

Affirm Holdings, Inc.

Reference: Manuel Bevilacqua

A fintech company with a buy now, pay later service for online and in-store shopping.

- Spearheaded feature development, delivering customized solutions to enhance client processes and AI cross-selling with clients like Fanatics, Inc. or Ikea.
- Led end-to-end new feature creation, focusing on design excellence.
- Founded and grew the product design team in Spain, mentoring effectively.
- Analyzed client needs to tailor product discovery and personalized features.
- Initiated and evolved a Design System, merging it with Storybook and Material Design principles.
- Drove cross-functional efforts to refine UX and integrate key strategic features.

### Designer & Brand Manager

Paris, France | Madrid, Spain  
Jul 2015 — Jun 2019

LVMH Group

Guerlain

Reference: Margaux Hubert

Since 1828, it has innovated and elevated beauty in Fragrances, Skincare and Makeup.

- Led project management and experience design, propelling Mon Guerlain to a top-seller in 30 regions, contributing to a 1% divisional organic revenue increase.
- Utilized data analysis to develop innovative merchandising strategies, boosting retail engagement among younger demographics in partnership with retailers like Sephora.
- Managed retail and trade marketing across physical and online stores.

### Moët & Chandon

Reference: Lise Giraudon

One of the world's largest champagne producers and a prominent champagne house.

- Crafted design vision and product concepts in partnership with eminent artists such as Michael Riedel and Chef Alain Ducasse.
- Set brand guidelines and icons in collaboration with high-end retailers like Plaza Athénée, Selfridges, and Sherry-Lehmann.
- Shaped brand rituals & user experiences to reflect product excellence & client needs.