

Nacho Ro. Zanón

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<https://rozanon.github.io/portfolio/>

Entrepreneur.

Casa del Indiano

House Boutique

Barai Sunglasses

Fashion Brand

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

Sketch up - Proficient

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.

Product Manager *A product manager with a designer's soul, crafted in the luxe & artistic universe, fueled by passion for emerging trends and technology, always pushing the boundaries of innovation.*

Experience.

Product 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, establishing 366 communities with +2700 members.
- Launched MVP in 3 months, resulting in 20% monthly user growth.
- Developed 30 app versions, increasing conversion rates to 2.3%.
- Led creative direction, embodying the brand essence across the organization.

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.

- Managed feature development, providing client-specific needs solutions for clients like Fanatics, Inc. to benefit from customized return processes and cross-selling by AI.
- Drove analytic design process evolution, tripling the size of the Spanish team and launching the first Design System.

Trade Manager

Paris, France | Madrid, Spain

Mar 2017 — Jun 2019

LVMH - Guerlain

Reference: Margaux Hubert

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

- Led project management and client-centric design, elevating Mon Guerlain to top-seller status in 30 regions, aiding to the 1% organic revenue growth in this group division.
- Utilized data analytics for innovative merchandising, enhancing retail experience for younger demographics working closely with major retailers like Sephora or Primor.

Jr. Designer

Paris, France

Oct 2016 — Mar 2017

YellowKorner

Reference: Myriam Garat

Art photos in limited edition at affordable prices. Over 200 classic and contemporary artists.

- Pioneered 30+ galleries, developing a unique concept and an e-commerce platform.

Brand Identity Manager Associate

Paris, France

Jul 2015 — Oct 2016

LVMH - Moët & Chandon

Reference: Lise Giraudon

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

- Formulated design vision and conceptualized new products in collaboration with renowned artists like Michael Riedel and Chef Alain Ducasse.
- Established brand guidelines and symbols, collaborating with premium retailers like Plaza Athénée, Selfridges, and Sherry-Lehmann.