



BELÉN LÓPEZ MIRANDA

DIGITAL PRODUCT MANAGER | HYBRID BACKGROUND IN DEVELOPMENT & DESIGN

Digital Product Manager with over 7 years of experience in digital environments, bringing a hybrid skill set across frontend development, UX/UI design, and product management. I've led initiatives from concept to launch, combining technical insight, user empathy, and a strong focus on value-driven metrics to deliver meaningful outcomes.

I'm passionate about crafting solutions that seamlessly blend technology, design, and strategy—streamlining processes and delivering real-world impact. Looking to grow further in strategic product leadership, enabling high-performing teams and building digital products that truly make a difference.

📍 Madrid
Madrid | España

✉ belenlopezmiranda.bl@gmail.com
☎ +34 630 714 118

🌐 <https://www.linkedin.com/in/belenlopezmiranda/>

SKILLS

Digital product design
User discovery
Product roadmap planning
Value-driven prioritisation
KPI & metrics analysis
UX/UI design
Prototyping (Figma)
Frontend development
Agile team facilitation (Scrum, Kanban)
Cross-functional communication
Stakeholder engagement

STRENGTHS

Hybrid technical-creative mindset
Strategic thinker
Continuously learning
Attention to detail
Big-picture vision
Agile problem-solver
Impact-oriented
Empathetic communicator
Autonomous yet highly collaborative

LANGUAGES

Spanish, English, Galician

ACADEMIC EDUCATION

Master's Degree in Computer Engineering

University of A Coruña
2018 – 2020

Bachelor's Degree in Software Engineering

University of A Coruña
2014 – 2018

WORK EXPERIENCE

PROJECT & PRODUCT MANAGER IN ERP ENVIRONMENTS

Clodofy – Agency specialised in Odoo · 2023 - 2025

- Led the end-to-end development of over 20 digital products for SMEs using Odoo, from initial discovery through to delivery and post-launch support.
- Defined and maintained product roadmaps, prioritising features based on business goals, client context and ongoing feedback.
- Coordinated cross-functional teams using Agile methodologies (Scrum, Kanban), produced clear functional specifications and facilitated stakeholder alignment through validation workshops.
- Fostered a culture of autonomy, continuous improvement and learning, taking on technical leadership in key moments.
- Maintained direct client engagement throughout the entire process, tracking adoption metrics, response times and satisfaction levels, while adapting the approach to evolving priorities, removing blockers, and ensuring delivery aligned with expected value.

FREELANCER / FOUNDER | CUSTOM WEB DESIGN & DEVELOPMENT

belenlopezz.com – Personal Project · 2020 - 2023

- Designed and built over 30 bespoke digital solutions for small brands, combining UX/UI design with custom development on WordPress and Shopify.
- Managed the full project lifecycle, from client acquisition and user persona definition to development (HTML, CSS, JS) and final delivery.
- Used Figma for prototyping and tools like Trello and Notion to manage workflows and client collaboration.
- Applied a data-driven, iterative approach grounded in KPIs (conversion, speed, retention), aligning each solution to tangible business outcomes with a strong focus on user experience and digital impact.

FRONTEND DEVELOPER

Enxenio | Befresh Studio | Duacode · Spain · 2018 - 2020

- Developed modern, user-centred web interfaces with HTML5, CSS3, JavaScript, React and Angular, ensuring performance and scalability.
- Collaborated in agile teams alongside designers, backend developers and product owners, contributing to product definition and API integration.
- Supported functional validation and deployment processes, ensuring alignment between product vision and technical execution.