



## 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  
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## 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.