

# Irene Alegre

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I am a **Senior Product Designer with 5+ years of experience** in design and 7+ years of experience in startups. I believe that well-designed products can bring both happiness to users and success to businesses. I have experience working in both large product teams and as a solo designer, **taking B2B products from ideation to development**. I am business and user-oriented, and I am looking for a remote-first product company.

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## Relevant experience

### Senior Product Designer at Poplar Studio — Jul 2019 - Present

Poplar Studio powers a new generation of shopping experiences through visualisation technology. They increase sales and decrease returns by offering 3D and AR previews of products across e-commerce websites, social commerce and the metaverse.

- Started as first in-house designer for a company with 6 employees and helped raise seed funding, growing the team to 20 employees.
- Designed a range of products with a focus on scaling operations, reducing friction, and increasing client-base. Our Creative Platform has enabled clients such as L'Oréal, PepsiCo, BBC and Disney to liaise with our creators through our project management tools.
- Led the rebrand and redesign of all platforms with the help of an external agency and built out our Design System.
- Acquired skills in spatial/immersive design and applied them to create applications for 3D and AR.
- Designed a Shopify app using the Polaris Design System, and built a CMS for 3D files, including an embeddable virtual try on and 3D/AR viewer.

### UX/UI Designer at Wayhome — Nov 2018 - May 2019

Wayhome is helping aspiring homeowners get onto the property ladder by offering an alternative to getting a mortgage by partnering with investors such as Allianz Group.

- Worked alongside 2 other Product Designers, 2 Product Managers, 3 Software Engineers and a UX Researcher.
- Led user interviews and testing sessions with Operations team with the goal of understanding their friction points and looking at ways to improve their internal processes and speed up their work.
- Designed an internal tool for the Operations team to review and rate properties on the market and assess whether they'd be suitable for our customers.

### Product Designer at Carwow — Mar 2018 - Oct 2018

Carwow is an online marketplace for buying and selling new and used cars. It uses the reverse marketplace model to remove the need for customers to negotiate with dealers when buying or selling their cars.

- Worked as part of a Supply team (8 engineers, 2 designers, 2 product managers).
- Focus was on improving the dashboard for dealers to handle customer inquiries, sales performance, and stock management.
- Conducted on-site user interviews and testing with dealers to understand their context.
- Led a project to enable dealers to update pricing through their dashboard, improving efficiency by 10% and reducing admin work.

### Marketing Campaign Manager & Designer at Onfido — Jun 2015 - Jul 2017

Onfido is a technology company that helps businesses verify people's identities using a photo-based identity document, a selfie and artificial intelligence algorithms.

- Joined Onfido as a Marketing Associate, contributing to company's growth and success in early stages.
- Acted as Marketing Campaign Manager, designing marketing materials (landing pages and other collaterals), managing PPC campaigns, content creation, and social media.
- Led Marketing Operations, executing and maintaining systems and processes, and reporting on Marketing team performance to stakeholders.

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## Hard skills

### Tools

I have extensive experience using various design and prototyping tools such as **Sketch**, **Invision**, **Abstract**, and **Figma**, as well as collaboration tools like **Miro** and **FigJam** for creating user flows and working with teams. I have a good understanding of **HTML and CSS**, which I have used in the past to tinker with my portfolio and build a static website. I have also worked with **Adobe InDesign** and **Photoshop**, but primarily for editorial and photography work rather than product design.

### Techniques

I have a strong background in UX design, with a focus on **sketching, wireframing**, and **user flow** creation. I have led **UX research** initiatives, including **user interviews, testing sessions**, and **persona workshops**, and have **experience working with both B2B and B2C products**. I have also worked with cross-functional product teams, utilizing **agile methodologies**, and have experience building and maintaining **design systems**, as well as rolling out design changes across multiple platforms. My time at Poplar Studio also gave me experience in **designing for AR/3D environments**.

## Soft skills

I have experience working closely with high-level executives and **managing stakeholders**. In my role as a solo designer at Poplar Studio, I **led the design function** and **regularly presented my work** to the entire company. I believe in taking a **holistic approach to design** and working closely with different departments to **ensure that business requirements and needs are met**. I value open communication and collaboration in my work.

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## Education

**UX Design Immersive (2017)** at General Assembly

**Master in Publishing (2012)** at IDEC - Pompeu Fabra

**Degree in English (2011)** at University of Barcelona

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## Some more things about me

I have worn many hats over the years; I have been an English teacher, a bank teller, an amateur portrait photographer, an Editorial Assistant and a writer of interior and product design books for Harper Collins. I have also briefly worked as a barista, and I'm sorry to admit that I don't make a good cup of coffee.

I quite like reading; I would say I like it almost as much as buying books I will likely never read. My personal library brings me joy and dread in equal measure, especially when I have to move house. People assume I adore Jane Austen because I always use *Pride & Prejudice* imagery and text for my design work (as opposed to Lorem Ipsum). I suppose she's tolerable, but not good enough to tempt me.