

## Product Designer with technical roots

### Experience

#### Product Designer @ Zooplus

MAR 2022 - PRESENT, MUNICH (Hybrid)

- Led UX research and improvements for an upcoming e-commerce experience, identifying usability gaps and refining UI. Designed and tested prototypes for a member-exclusive pricing model, driving data-backed decisions.
- Redesigned the UX/UI of the Savings Plan, improving clarity and engagement, leading to a 10% increase in purchases and higher customer retention.
- Optimised onboarding and visuals for Vet Online Consultation and Puppy Club, enhancing user engagement and trust.

#### Front-end Dev @ Zooplus

MAY 2020 - FEB 2022, MUNICH (Hybrid)

- Updated and optimised the Checkout Funnel front-end, ensuring alignment between design and implementation, while additionally leveraging A/B tests using Adobe Target to improve conversion and usability.

#### UI Designer & Front-end Dev @ Flyla

NOV 2019 - MAY 2020, MUNICH

- Redesigned and implemented UI improvements for the web app, enhancing usability, performance, and delivering a cohesive user experience.
- Awarded 1st prize at the IATA AIR Hackathon in Seattle, Feb 2020, for innovative solutions.

#### Front-end Dev @ Pantaflix

MAR 2017 - SEP 2018, BERLIN

- Led front-end development for a CMS, enhancing the user experience for filmmakers and consumers managing showcased films.

#### Front-end Dev @ Twago

OCT 2014 - FEB 2017, BERLIN

- Developed a white-label CMS connecting companies with freelancers, collaborating within a cross-functional team of 12.

#### UI Designer & Full-stack Dev @ Dreamsight / Uniagro

JUN 2012 - SEP 2014, MADRID / JUL 2009 - MAY 2012, MALAGA

- Designed and developed 20+ corporate websites, leading the transition to Responsive Design and SASS.

### Education

#### UX Academy @ Designlab

NOV 2020 - JUL 2021, ONLINE

#### Software Development @

#### IES Pedro Espinosa

SEP 2007 - JUN 2009, MALAGA

### Courses

Data-Driven Design 6w - 2024

Mastering Influence 7h - 2023

Design Systems 7h - 2022

React 6h - 2019

Web Performance 5h - 2019

### Skills

**Research:** Journey Mapping, Benchmarking, Usability Testing.

**Design:** Sitemaps, User Flows, Wireframing, Prototyping, Interaction & UI Design.

**Tech:** HTML, CSS / SASS, JavaScript, React, Next.js, Git.

**Soft skills:** Cross-functional Collaboration, Stakeholder Presentation.

**Tools:** Figma, FigJam, Maze, Notion, VS Code.

### Languages & Interests

**English** (C1), **German** (B2), **Spanish** (Native)

Traveling, reading, hiking, biking, exploring, photography, martial arts.