

Product Designer with technical roots

Experience

Product Designer @ Zooplus

MAR 2022 - PRESENT, MUNICH (Hybrid)

- Developed customer retention expertise by collaborating on loyalty-focused products and supporting the foundation of a cohesive loyalty program.
- Improved user experience and design strategy for projects like Vet Online Consultation and Puppy Club, prioritising customer-centric outcomes.
- Created an internal newsletter to improve team communication and developed a website ownership map to clarify roles and responsibilities.

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 drive data-informed improvements.

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 @ Dreamsite / 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: User Interviews, Journey Mapping, Benchmarking, User Testing.

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

Tech: HTML, CSS, SASS, JavaScript, React, TypeScript, Next.js, Webpack, Rollup.

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

Languages & Interests

ES Native - EN C1 - DE B2

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