

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, delivering data-driven insights to stakeholders to shape key decisions.
- Redesigned the UX/UI of the Savings Plan, improving clarity and engagement, which led to a 10% increase in purchases and enhanced retention.
- Optimised the experience for Vet Online Consultation and Puppy Club, improving user engagement and trust through streamlined onboarding.

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, 8 months (2020 - 2021)

Software Development

IES Pedro Espinosa, 2 years (2007 - 2009)

Courses

Data-Driven Design

Designlab, 6 weeks (2024)

Mastering Influence

NNGroup, 7 hours (2023)

Design Systems

NNGroup, 7 hours (2022)

Web Performance

FE Masters, 5 hours (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.

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

Languages & Interests

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

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