

## Product Designer with technical roots

### Experience

#### Product Designer @ Zooplus

MAR 2022 - PRESENT, MUNICH (hybrid)

- Led UX research and design improvements for a new e-commerce experience, identifying usability gaps and delivering tested prototypes. Provided actionable, data-informed insights that shaped key stakeholder 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 (remote)

- 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 - SEO 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 @ Dreamsit / Uniagro

JUN 2012 - SEPT 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 (2025)

#### 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.