

## Product Designer with technical roots

### Experience

#### Product Designer @ Zooplus

MAR 2022 - PRESENT, MUNICH

- Contributed to various loyalty products, optimizing retention and engagement, and laid the foundation for a unified, cohesive program.
- Led UX/UI improvements for innovation projects like Vet Online Consultation and Puppy Club, driving customer-centric initiatives.
- Developed an overview of product areas and designed an internal newsletter concept, enhancing alignment and team visibility.

#### Front-end Dev @ Zooplus

MAY 2020 - FEB 2022, MUNICH

- Updated and optimized the Checkout Funnel front-end, ensuring alignment between design and implementation, while additionally implementing A/B tests with Adobe Target to gather insights for feature improvements.

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

NOV 2019 - MAY 2020, MUNICH

- Led UI updates and developed new features for the web app, improving usability, performance, and creating a more cohesive user experience.
- Awarded 1st prize at the IATA AIR Hackathon in Seattle, Feb 2020, for innovative UI/UX solutions.

#### Front-end Dev @ Pantaflix

MAR 2017 - SEP 2018, BERLIN

- Led front-end development for a CMS used by filmmakers and consumers, improving user experience for managing showcased films.

#### Front-end Dev @ Twago

OCT 2014 - FEB 2017, BERLIN

- Developed a white-label CMS connecting companies with freelancers, in 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

Designing 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, cooking, biking, exploring, photography, martial arts.