

### Experience

#### Product Designer @ Zooplus

MAR 2022 - PRESENT, MUNICH (hybrid)

- Led UX research and end-to-end design for a new e-commerce experience—identifying usability gaps, validating improvements, and aligning stakeholders around clear, user-focused solutions.
- Improved the Savings Plan UX, leading to a 10% boost in purchases and stronger retention.
- Redesigned the Vet Online Consultation and improved the Puppy Club onboarding through user testing insights.

#### Front-end Dev @ Zooplus

MAY 2020 - FEB 2022, MUNICH (remote)

- Enhanced the front-end of the Checkout Funnel, aligning design and implementation through close collaboration.
- Leveraged A/B testing via Adobe Target to increase conversion and usability.

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

NOV 2019 - MAY 2020, MUNICH

- Redesigned and implemented UI improvements for the web app, improving performance and user experience.
- Won 1st prize at the IATA AIR Hackathon (Seattle, 2020) for innovative travel solutions.

#### Front-end Dev @ Pantaflix & Twago

OCT 2014 - SEP 2018, BERLIN

- Led front-end development for a CMS, improving the experience for filmmakers and users managing showcased films.
- Built a white-label CMS connecting companies with freelancers, collaborating in a cross-functional team of 12.

#### UI Designer & Full-stack Dev @ Dreamsite & Uniagro

JUL 2009 - SEP 2014, MADRID & MALAGA

- Designed and built 20+ corporate websites, leading the shift to Responsive Design and SASS.

### Education

#### UX Academy @ Designlab

8 MONTHS (2020 - 2021)

#### Software Development @ IES Pedro Espinosa

2 YEARS (2007 - 2009)

### Courses

#### AI for UX Design @ Designlab

4 WEEKS (2025)

#### Concept Art Fundamentals @ VHS

6 WEEKS (2025)

#### Data-Driven Design @ Designlab

6 WEEKS (2024)

#### Design Systems @ NNGroup

7 HOURS (2022)

### Skills

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

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

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

**Tools:** Figma, ChatGPT, Claude, Perplexity, Stitch, UX Pilot, Maze, VS Code.

### Languages & Interests

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

Travel, reading, biking, hiking, exploring, photography