

# Roberto González Domínguez

Senior Product Designer



# ¡Hola!

I'm Rober and I have been a designer for more than 15 years.

I've worked on all kinds of design projects, participating in the entire process, from its ideation to the handoff to the development team.

In recent years I've specialized in **working with data** and designing dashboards and visualizations for clients like *Santander*, *El Corte Inglés*, *BBVA* or *Airbus*. At the same time I have been **leading design teams** and managing projects financially and executively.

I've experience working in **agile environments** and knowledge of the development pipeline from my background as a developer.

Below I show some of my work done in recent years.

In some cases as lead designer and project manager,  
in others as IxD / UI designer.

# Talent Booster

Ideation, conceptualisation and design of a B2B platform to help companies to do a better people and HR management.

Agile

User Research

Interaction Design

Visual Design

The screenshot displays two main views of the Talent Booster platform. The top view shows the 'Colaboradores' (Employees) section with a search bar, a count of 9,999 colaboradores, and filters for 'Área Growth' and 'Equipo Marketing'. It lists employees like Imelda Topps and Terrell Soroka, each with their roles (Key Partner, Marketing Analyst, Core Player), impact goals (0, 5), and development pact counts (3, 5). The bottom view is a detailed profile for Imelda Topps, showing her roles, team members (Ritch Ede, Janaya Heer), and a 'Diario de feedback' (Feedback Diary) tab. The diary lists two entries: one from 01/01/2025 titled 'Impact Driven' which notes client interruptions during meetings; and another from 01/01/2025 titled 'Desarrollar e implementar un plan para la integración efectiva de las...' which discusses sustainability implementation. Both entries have status indicators (Desarrollando, Compartido, Privado).

# Decidim

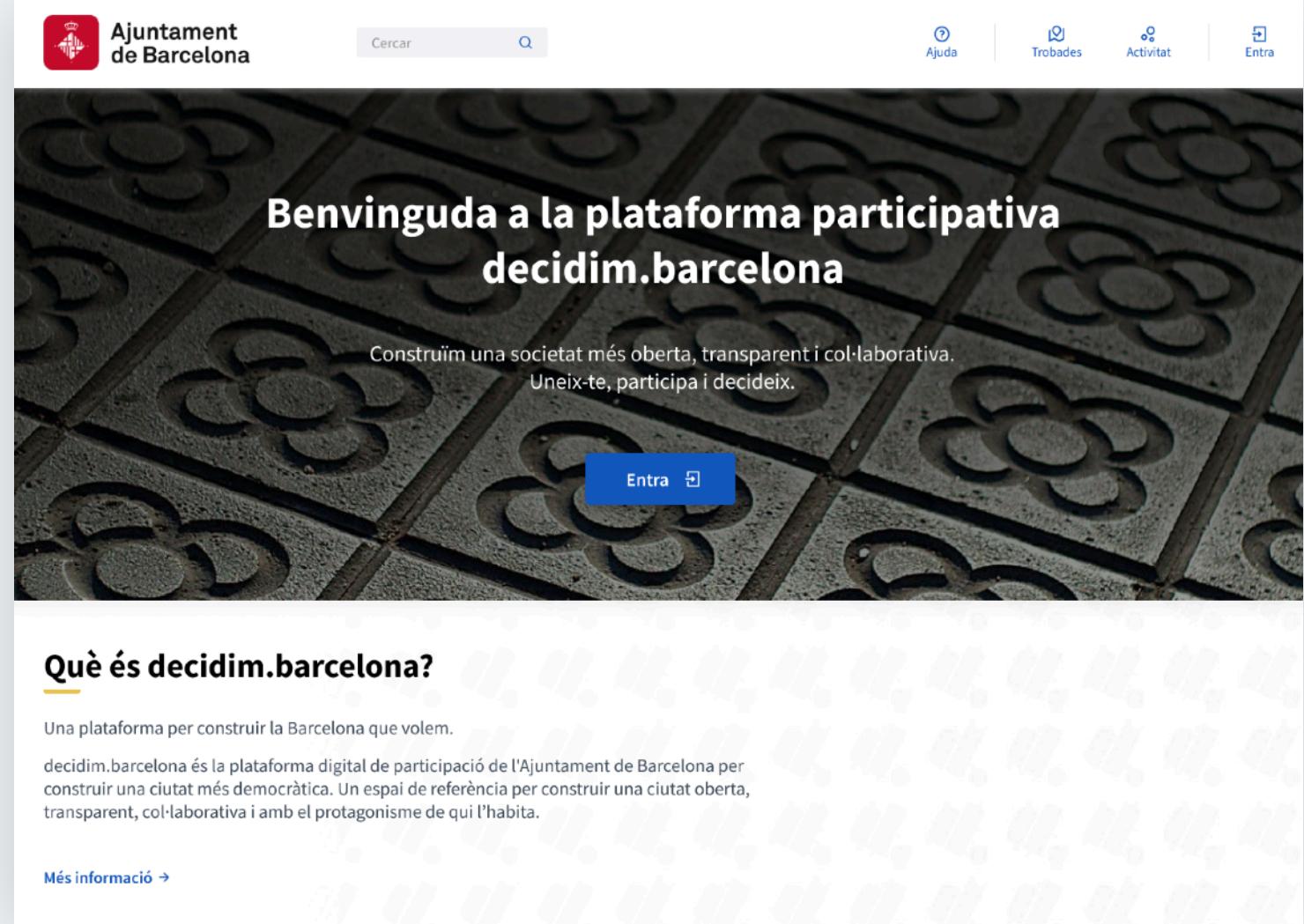
Conceptualisation and design of the new Decidim, the digital platform for citizen participation created by the Barcelona City Council.

Collaborative project and [open source](#).

User Research

Interaction Design

Visual Design



The screenshot shows the homepage of the [decidim.barcelona](#) website. At the top, there is a header with the logo of the Ajuntament de Barcelona, a search bar, and links for Ajuda, Trobades, Activitat, and Entrar. The main title "Benvinguda a la plataforma participativa decidim.barcelona" is displayed prominently over a background image of a stone surface with a repeating geometric pattern. Below the title, a subtitle reads "Construïm una societat més oberta, transparent i col·laborativa. Uneix-te, participa i decideix." A blue "Entrar" button is located in the center of the page. The bottom section features a heading "Què és decidim.barcelona?" followed by a description of the platform as a tool for building the Barcelona we want, and a link to "Més informació".

# El Corte Inglés

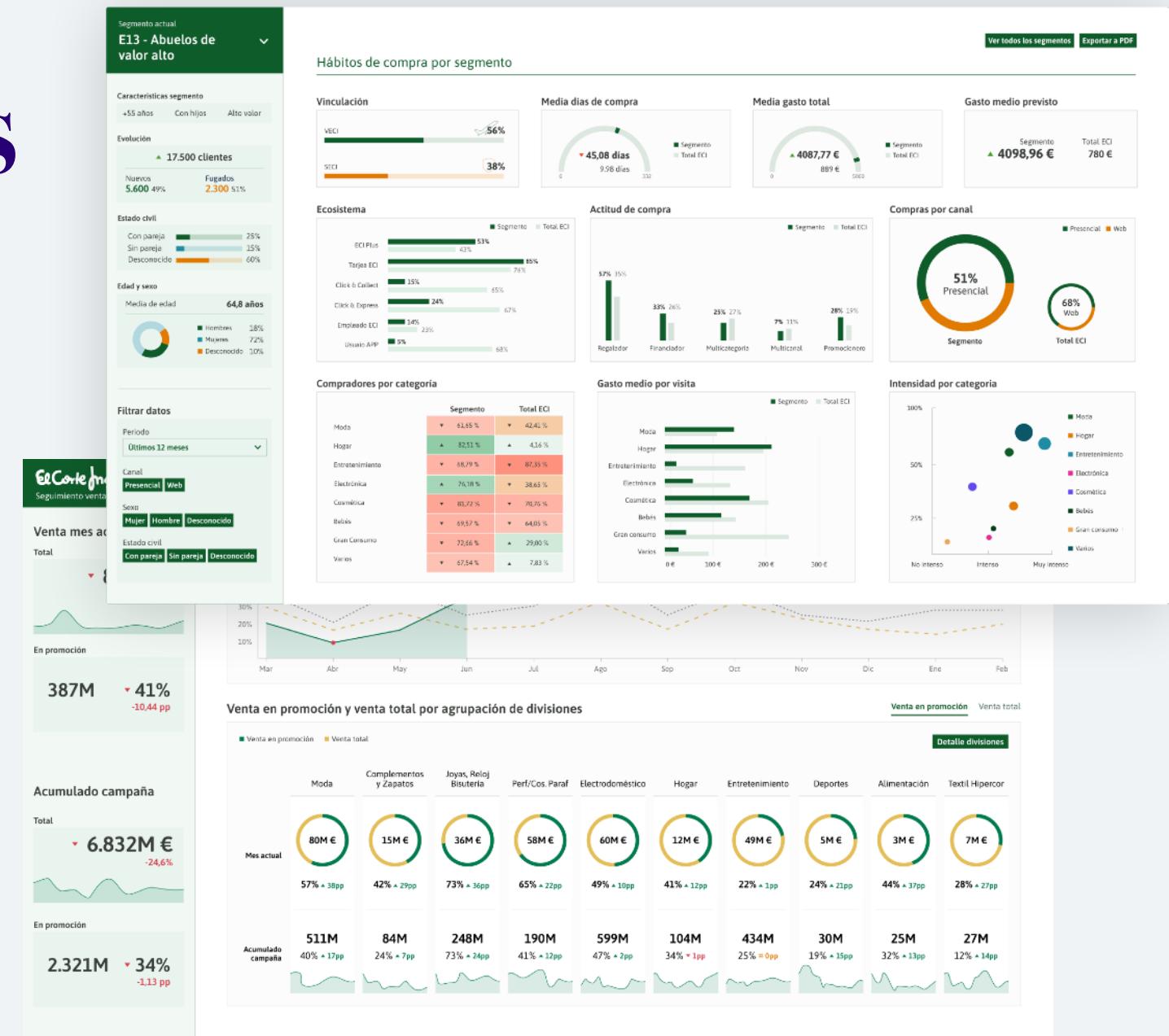
Responsible for the data visualisation design service.

Management of the team and design and conceptualisation of the different dashboards for various technologies such as PowerBI or MicroStrategy

Team Lead

Interaction Design

Visual Design



# Carpeta Ciudadana

Conceptualisation of the new design of Carpeta Ciudadana in the web version, which has then been transferred to the mobile application.

Team Lead

User Research

Interaction Design

Visual Design

The screenshot displays the 'MI CARPETA CIUDADANA' dashboard. At the top, there's a header with the Spanish flag, the 'carpeta Ciudadana' logo, and language links: 'Bienvenido' (Spanish), 'Benvingut' (Catalan), 'Benvido' (Basque), 'Ongi etorri' (Euskera), and 'Welcome' (English). A navigation menu icon is also present.

A prominent callout box in the upper left corner announces '¡Novedades!' (New features) with a brief description: 'Te damos la bienvenida a la nueva versión de Mi Carpeta Ciudadana. Ahora, puedes acceder a la nueva sección de Mis Documentos y además encontrarás nuevos servicios como Prestaciones sociales, entre otros, desde el apartado de Mis Temas.'

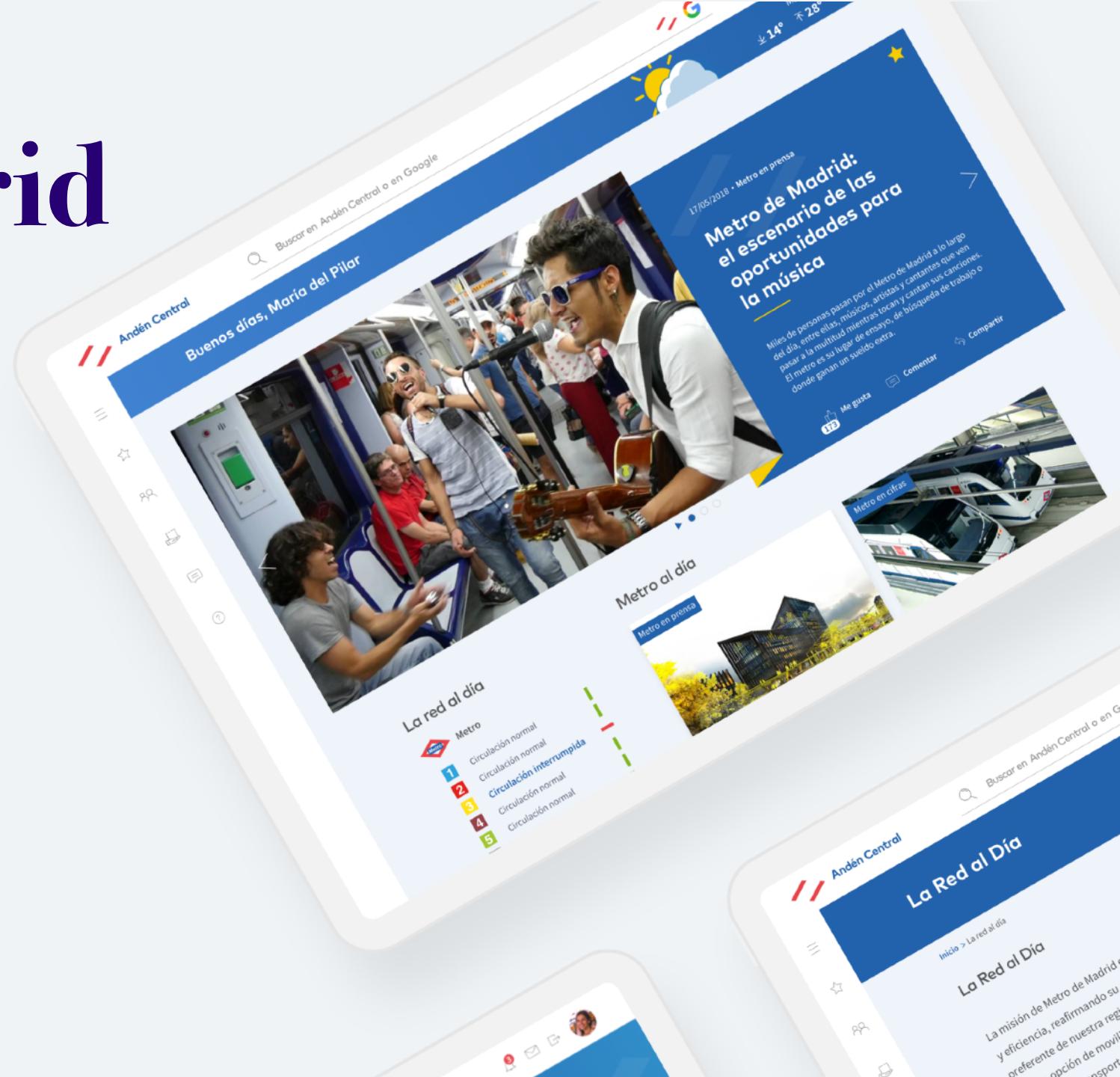
The main area features a user profile card for 'ROBERTO GONZALEZ DOMINGUEZ'. It includes a photo, the name, a 'Documentación:' section with a greyed-out link, and edit/delete icons. Below the profile, a message states: 'En Mi Carpeta Ciudadana podrás encontrar toda tu información a disposición de la Administración además de tener la posibilidad de agilizar trámite, estar al día de los mismos y configurar la información que quieras ver y recibir.' A yellow callout box below this message says: 'No tienes ninguna notificación pendiente de comparecer!' (You have no pending summons notifications!).

To the right, a sidebar shows 'Próximos eventos' (Upcoming events) with a note: 'Estos datos han sido obtenidos el día 25/12/2022 10:45' (These data were obtained on December 25, 2022, at 10:45). It lists two items: 'Renovación DNI' (Renewal of DNI) and 'Renovación Permiso Conducir' (Renewal of Driving License), each with a progress bar.

At the bottom, there are sections for 'Más recientes' (Recent) documents: 'Bienes Inmuebles' (Real Estate) and 'Conductor y saldo de puntos' (Driver and Points Balance).

# Metro de Madrid

Conceptualisation and design of the Metro de Madrid employee portal.



User Research

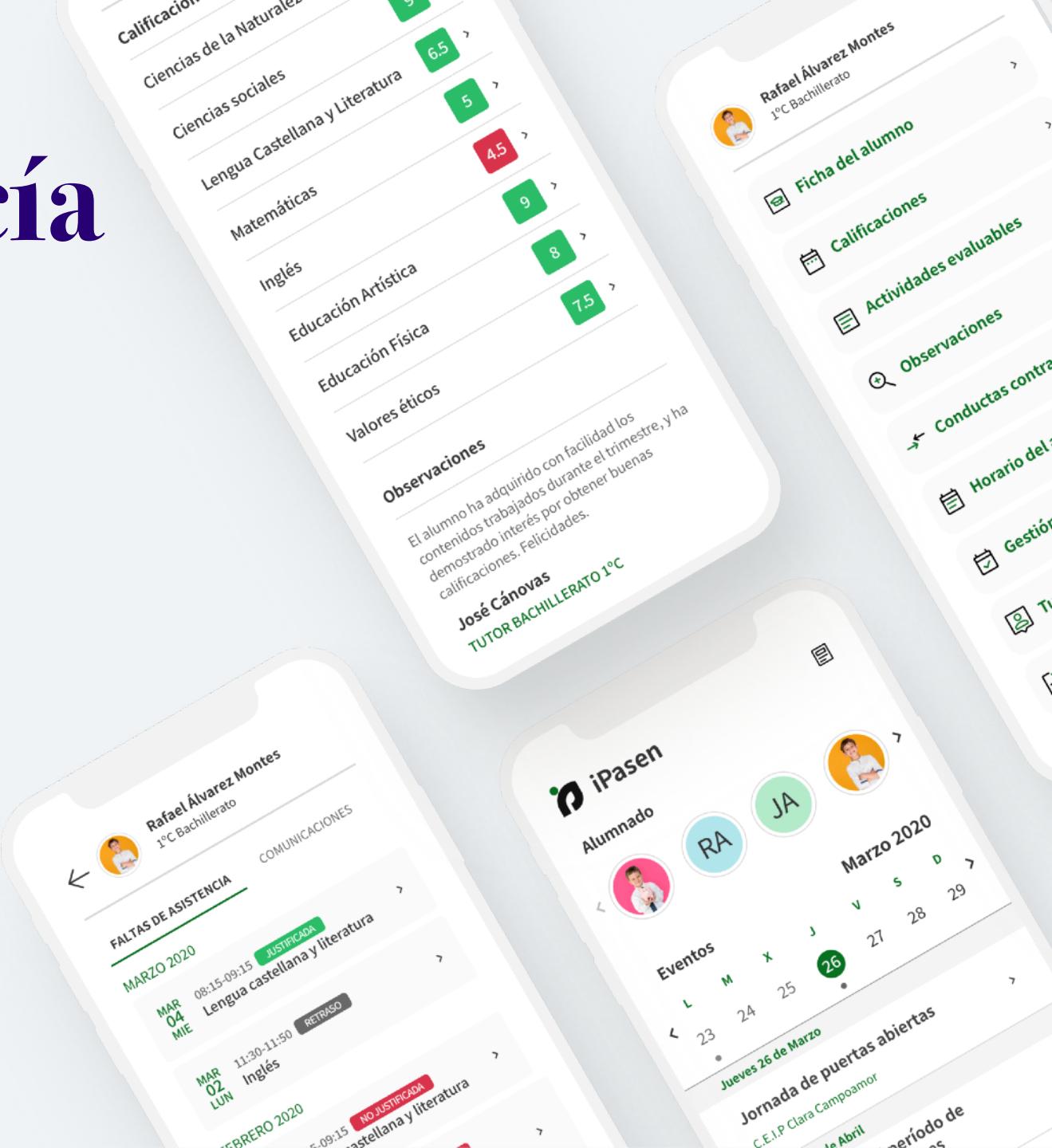
Interaction Design

Visual Design

# Junta de Andalucía

iPesen, app for communication between centres, teachers and parents for the Andalusian Government Department of Education.

- Team Lead
- Agile
- User Research
- Interaction Design
- Visual Design



# Santander

Design of the digital platform for wholesale banking.

The image shows a screenshot of the Santander digital platform. At the top, there's a currency exchange rate table with columns for Base, USD, EUR, and MXN, and rows for USD (400.00), EUR (120.000K USD), and MXN (-20.000K USD). Below this is a navigation bar with tabs: DASHBOARD, OPERATIONS, RISKS, MANAGEMENT, and REPORTING. The DASHBOARD tab is active. On the left, there's a sidebar with 'Corporate & Investment Banking' and 'BANKING SHAREA REPORTING' sections. The main content area has several cards: 'Confirming' (Global overview with a line chart from June to September showing consumption increasing from ~500k to ~1200k), 'Payment orders' (356 orders, 20% due), 'Pending orders' (50%), 'Collected orders' (30%), 'Supplier info' (122 total suppliers, 99 onboarded, 76% advanced), and 'Next payments' (a bar chart for January to February showing amounts like 450.321, 632.112, 510.234, etc.). A footer bar at the bottom includes links for Terms and Conditions, Privacy Policy, Cookies Policy, and Contact, along with a copyright notice for © 2019 Banco Santander S.A. All rights reserved. Corporate Headquarters: CCS Av. Cantabria s/n, 28050 Madrid (Spain).

Agile

Interaction Design

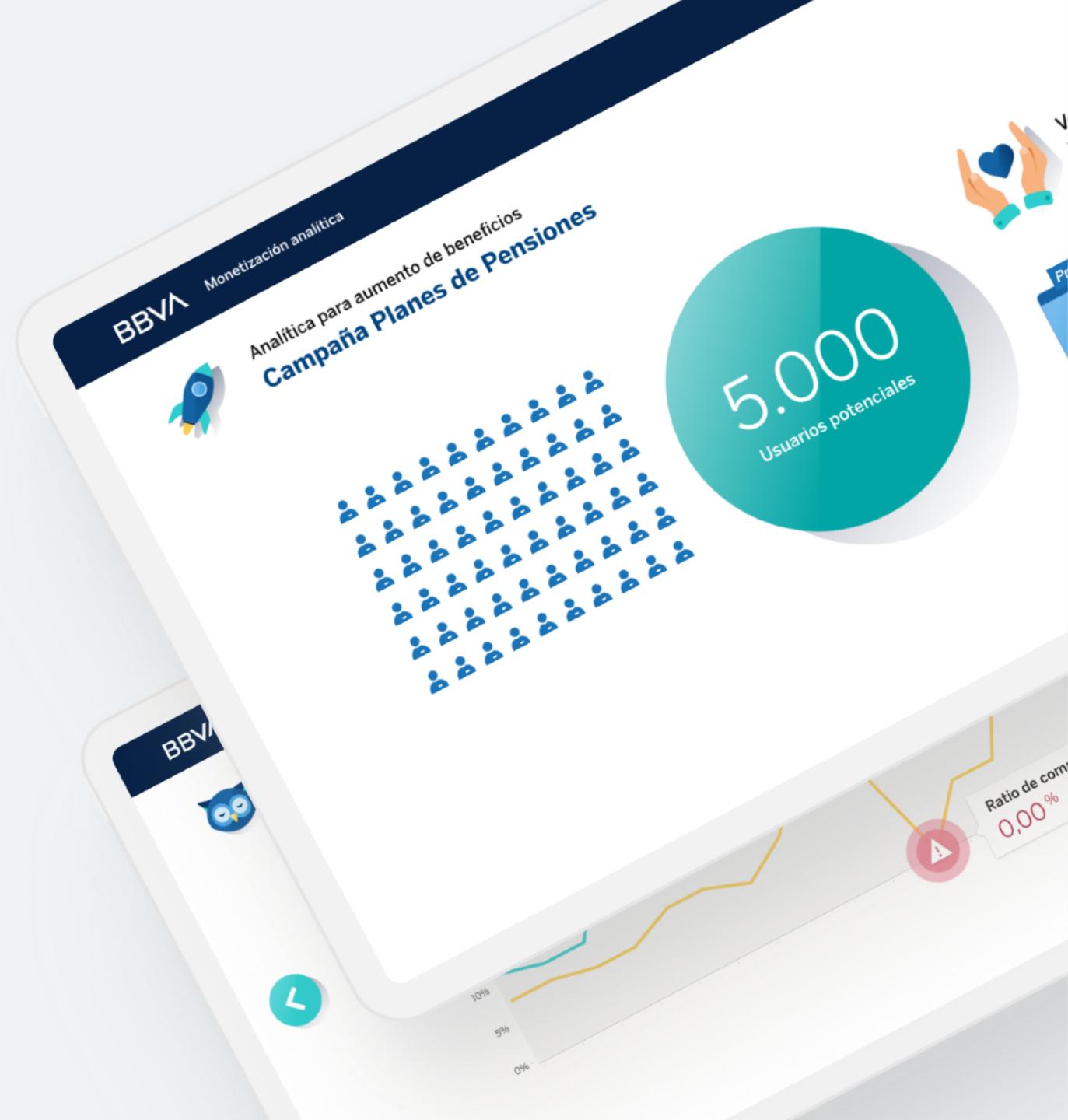
Visual Design

# BBVA

Interactive presentation for querying analytical data from product monetization campaigns.

Interaction Design

Visual Design



# Vodafone

Dashboard for monitoring and alarming the different processes for registering the company's services.



Wireframing

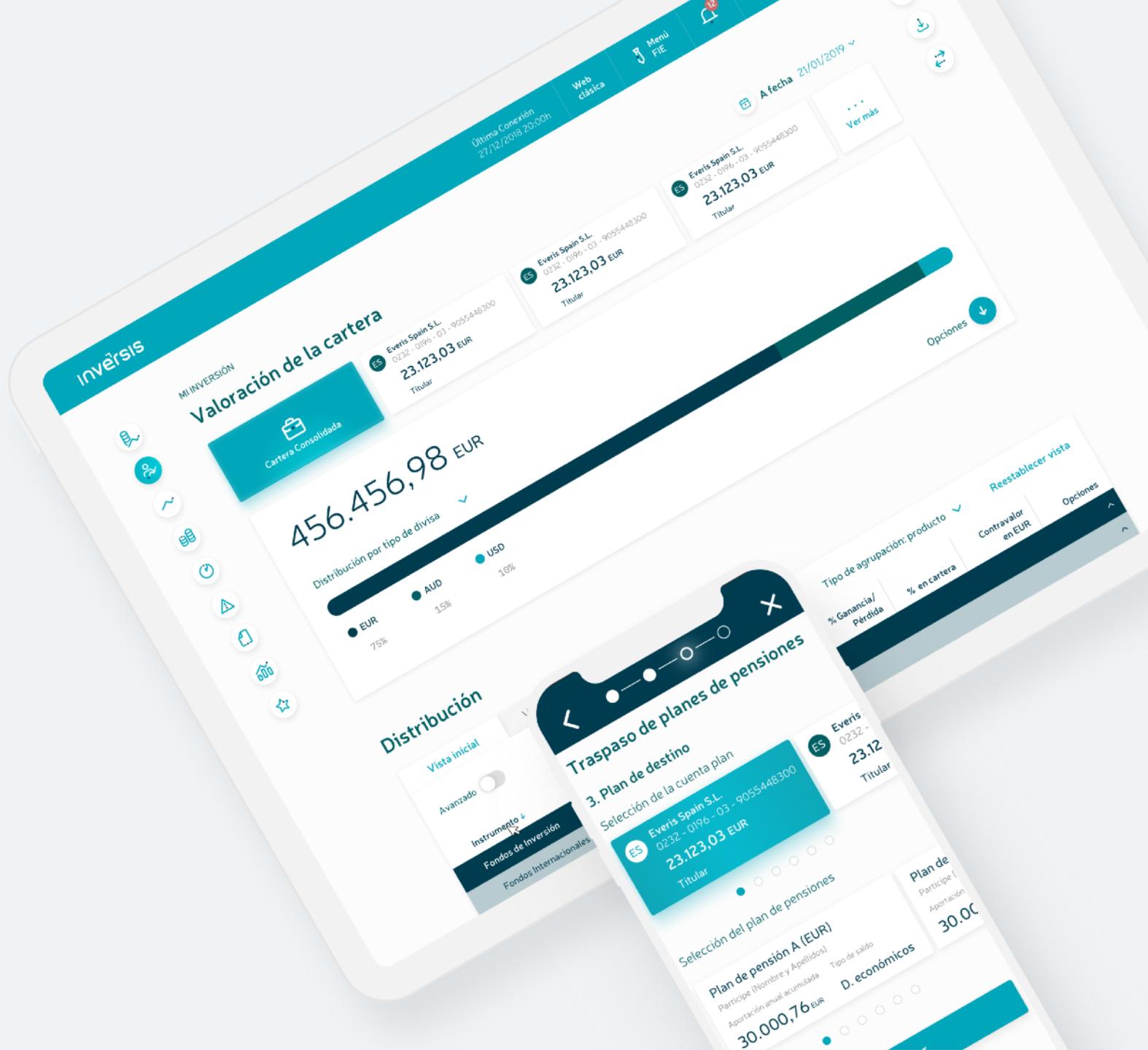
Interaction Design

Visual Design

# Inversis

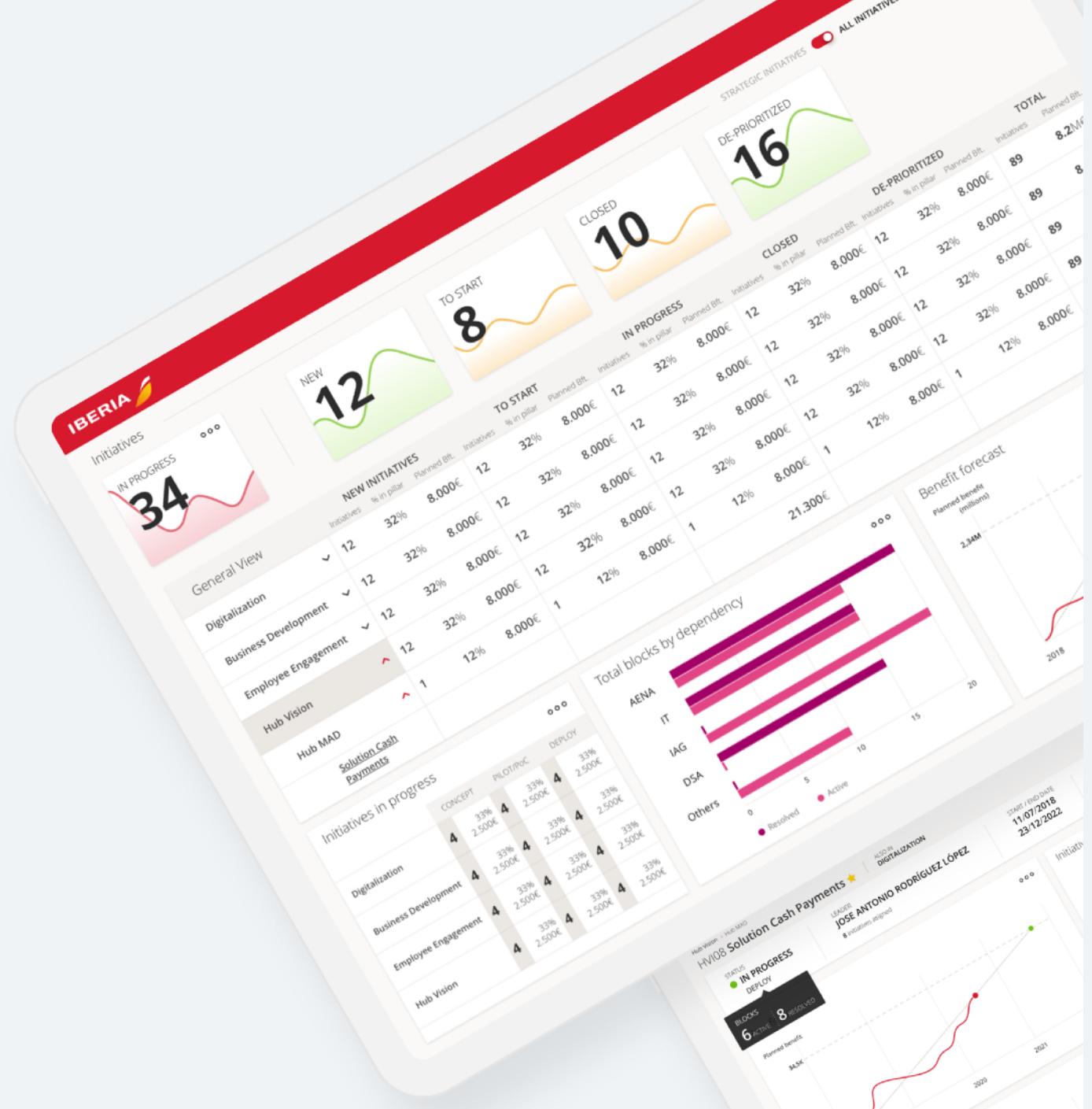
B2B platform that allows banks to create their own investment portal for their clients.

- Wireframing
- Interaction Design
- Visual Design



# Iberia

Dashboard for monitoring and tracking the company's innovation initiatives.



Agile

Interaction Design

Visual Design

# Junta de Andalucía

Design system for the Digital Services Model of the Junta de Andalucía.

Official web portal based on the design system created.

- Team Lead
- User Research
- Interaction Design
- User Testing



# Thanks.