

Irene Taulé Calvo

Product Designer

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Based in Barcelona, Spain

EXPERIENCE

Adevinta Motor • Product Designer

10.2019 - Present | Barcelona, Spain

Member of a multidisciplinary autonomous product team working with OKRs for the B2B side of coches.net. I've led the user experience of the lead management system and all the data visualization solutions for car dealers and I'm leading the C2B buying experience from the last 2 years. Each day I foster a customer-centric culture with my product, tech and business colleagues combining discovery and delivery tasks in each agile sprint by constantly learning about our users and compromising together on the best way to deliver real value to them. Thanks to that we have achieved from the last 4 years, a 20% annual price increase of our clients subscriptions without losing market size.

Pulpa Design • Co-Founder and Product Designer

08.2015 - 2021 | Remote

Web design, UX/UI design and branding projects with companies in the Silicon Valley and Sydney startup environment. Clients: 836M, Joanna Bloor, Ignited and Le Bread Xpress from California,US. Pic4, Vetchat, Uprise from Sydney, AU.

Kiddsbay • Product Designer

03.2018 - 08.2018 | Sydney, Australia

Kiddsbay is a tech start-up in the youth education space part of the Sydney Telstra tech accelerator called 'muru-D'. My achievements:

- Pivot the MVP scope to a desirable solution for potential customers and viable for engineering.
- Lead the end-to-end user centered product design and front-end implementation of their MVP (a web platform) being tested with 100 hundred families at Code Club Australia.
- Product design iterations based on usability test results from interactive prototypes, A/B testing and customer satisfaction surveys.
- Organize and facilitate entrepreneurship workshops for kids.
- Participate in accelerator mentoring and feedback sessions.

2017 | Career break

I moved to Sydney, Australia where I improved my English communication skills. I also traveled around Australia and Southeast Asia getting a global and inclusive thinking by meeting people from different backgrounds and mindsets.

Podoactiva • Product Design Engineer at Younext Innovation Lab

07.2015 - 07.2016 | Huesca, Spain

Younext Innovation Lab creates customized patient anatomy solutions by using tools like 3D scanners and 3D printers as well as lean start-up methodologies and a human centered design process in a multidisciplinary team. My achievements:

- Scale the production of customized protections for first-class sport teams by improving their design and manufacturing process. This included shin pads (form about 10 pairs per month to 80) and protective masks (delivered nationally and internationally each week).
- Help to automate shin pads' sticker design process by prototyping a digital customizer platform.
- Train more than 100 employees and doctors on how to use 3D scanners and other tech protocols by facilitating workshops.

Magneticwill Inc. • Product Designer

11.2014 - 05.2015 | Remote working for Silicon Valley Headquarters

MagneticWill Inc. develops software tools for fitness staff and gym members with the aim of increasing member retention and loyalty. My achievements:

- Key role in the creation of their MVP and the product pilot in several American businesses. I had sole responsibility for the definition of the UX & UI design and the front-end development (HTML & CSS) of the web platform for professional fitness users.

Teléfonoica, Talentum Schools workshops • Coordinator and Mentor

07.2014 - 10.2016 | Zaragoza, Spain

- Organization and facilitation of workshops and mentor schedules.
- Teaching Scratch, App Inventor, Kodu, SketchUp, Robotics and AR for children from 5 to 17 years old.

Teléfonoica, Talentum Startups Program • Product Designer

06.2014 - 09.2014 | Zaragoza, Spain

Accelerator program where I worked with another designer to support four startups to achieve market fit and users' needs by using lean start-up principles and agile principles in the design of their digital products (web platforms and mobile apps).

Paleoymás • Graphic Designer • 06.2013 - 01.2014 | Zaragoza, Spain

EDUCATION

Design and data visualization

02.2022 - 04.2022 | Instituto Tramontana

Lean Enterprise Transnova Program

03.2016 - 07.2016 | Ibercaja S.A. Spain

Guided accelerator program that seeks innovation in new lines of business:

- Learning of Lean Startup methodologies.
- Product and user research for market fit.

Bachelor Degree of Engineering of Industrial Design and Product Development

09.2008 - 12.2014 | University of Zaragoza

TOOLS

AI use cases

Claude Code + Figma, Miro and Mobbin MCPs for ideation • Claude Code skills and context for QA or component documentation • NotebookLM as insights repository • Gems for UX writing and marketing campaigns

Strategy / Methodology

User centered design • Design thinking • JTBD • Business model generation • Lean UX principles • Agile Development • SCRUM • Kanban Method

Wireframing

Figma • Figma Make • Sketch

Analytics / Insights

Userzoom • Typeform • Hotjar • Braze • Airtable • Google Analytics • Data Studio

Front-end / Web design

HTML5 • CSS3 • Bootstrap • Git flow • WordPress • SquareSpace • Wix • Webflow

Organization

JIRA • Trello • Slack • Miro

3D Software

Autodesk Inventor • Rhinoceros, MeshLab • Autocad • SketchUp • CAD • Software for 3D printings and Software for 3D scanning

Coding

Scratch • Kodu • App Inventor

LANGUAGES

Spanish - Native
English - Advanced level