

Product Designer & Design Lead with over 10 years of experience in digital design, product, and marketing. Specialized in interface design, design systems, and user experience improvement, across both freelance and product-driven environments.

## experience

### Product Design Lead, North Star Network

2024 - 2025

Led the design function, building a master system and six brand libraries to streamline developer hand-offs. Optimized user flows to boost conversions by 20% in two months and improved engagement across five launches.

### Product Designer, Time2play Media

2022 - 2024

Engineered a 40% conversion increase via high-performing UI components. Modernized workflows by implementing Figma variables and tokens for the company's first scalable design system while leading 10+ data-driven A/B tests.

### Jr UI Designer, Time2play Media

2020 - 2022

Standardized production by creating component and icon libraries for 60+ platforms. Accelerated delivery via reusable templates and adapted visual systems to meet complex, rapid legislative changes in international markets.

### Marketing Designer, Club America Touroperator

2018 - 2020

Spearheaded a full digital overhaul and multi-channel design system, significantly increasing leads. Produced high-impact assets for national print campaigns and major conventions while optimizing layouts to prioritize information clarity for customers.

### Marketing & Product Designer, freelance

2013 - present

Delivered digital and visual design projects for brands across apparel, real estate, hospitality, and food industries. Managed projects end to end, adapting design solutions to diverse business needs.

## education

### User Experience Design, Georgia Institute of Technology (United States)

2019

### CertHE / HNC with Honors in Graphic and Web Design, Emilio Alarcos Gijón (Spain)

2016 - 2018

### B.A. in English Studies, minor in Communication Studies, Universidad de Oviedo (Spain)

2012 - 2016

## skills

User Interface Design (UI)  
User Experience Design (UX)  
Design Systems  
Usability Testing and User Research  
HTML & CSS (basic front-end knowledge)

Spanish (Native - C2)  
English (Proficiency - C2)

## tools

Figma, Adobe CC,  
WordPress, Webflow,  
Hotjar, Microsoft Clarity, UserTesting  
AI-Assisted tools: Open AI,  
Claude, Figma Make