
Cristina Pérez

Digital product designer

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Madrid, Spain

EDUCATION

Executive Master in English C1

Vaughan

2025

Executive Master in English B2

Vaughan

2024

UX UI Design Bootcamp

Ironhack, Madrid

2019-2020

E-commerce specialization

Escuela de empresas

2018-2019

Design Master

Universidad Complutense de Madrid








2017-2018

Fine Arts Degree



Universidad Rey Juan Carlos

2013-2017

SKILLS

-  Empathy
 -  Attention to detail
 -  Problem-solving
 -  Creativity
 -  Communication
 -  Adaptability
 -  Lead & Teamwork
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LANGUAGES

-  **Spanish**
Native competition
-  **English**
Professional competition

WORK EXPERIENCE

BERSHKA Senior Digital Product Designer

Apr 2021 - Nov 2025 · Barcelona (Spain)

Led end-to-end design of key e-commerce experiences across web and app, delivering high-fidelity, visually refined UI aligned with brand identity. Translate user research, behavioral insights, and business objectives into intuitive, pixel-perfect and scalable UX solutions. Collaborate closely with Product Managers, Engineers, Data Analysts, and stakeholders to align design decisions with strategic company goals.

Drive continuous optimization through post-launch analysis, usability testing, and rapid iteration cycles. Strengthen visual storytelling for key fashion moments, including seasonal launches and special collections. Contribute to the evolution of the design system, ensuring consistency, scalability, and brand alignment across digital touchpoints, while mentoring and guiding designers through feedback, reviews, and best practices.

TENDAM

CORTEFIEL · SPRINGFIELD · WOMEN'S SECRET · PEDRO DEL HIERRO · HOSS INTROPIA

Nov 2018 - Apr 2021 · Madrid (Spain)

Senior Digital Product Designer - Design System

Led the ideation and implementation of scalable design system components across multiple e-commerce brands. Defined interaction patterns, reusable UI components, and documentation to ensure consistency and efficiency across products. Designed structured navigation flows, high-fidelity mockups, and interactive prototypes aligned with brand guidelines. Conducted benchmarking, user research, and usability testing to inform strategic UX decisions. Worked cross-functionally with Product Owners, Engineering, Marketing, CRO, and Data teams.

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UX UI Designer

Maintained and evolved design systems to ensure visual consistency and reusable components across brands. Applied agile methodologies and design thinking to deliver responsive, user-centred experiences. Collaborated with Product Owners and development teams to ensure accurate implementation.

GIGIGO UX UI Designer

Feb 2018 - Nov 2018 · Madrid (Spain)

Designed wireframes, flows, high-fidelity mockups, and interactive prototypes for clients including Coca-Cola, McDonald's, and Grupo Vips. Translated user insights into intuitive design solutions that addressed client and end-user needs.

LA VANGUARDIA Graphic & Editorial Designer

Jan 2017 - Jul 2017 · Madrid (Spain)

Actively involved in the entire creative process and art direction for cover design, interior layout, and visual composition of new collections for Fashion and Arts Magazine. Responsible for preparing final artwork for print production, ensuring high-quality and press-ready deliverables.