

Overview

Over the past 10 years, I've had the opportunity to work across great people in great companies so far, such as: Skyscanner, Talabat, Tiqets, Booking.com, B2W, and Motorola. More importantly, as a Product Designer, my passion is about creating products that big or small, somehow improve the experience of the user. Said that, I am aiming to continue creating positive impact in my next challenge.

Education



IE Business School - 2017

Madrid, Spain
International MBA, Entrepreneurship



University of Memphis, Lambuth - 2009

Jackson, TN - USA
Bachelor of Science - Graphic Art & Visual Comm. / Minor in Spanish

Work Experience



Product Designer / Ads Experience

Current (Jul 2024 - Present)

Skyscanner

Barcelona, Spain

Main Responsibilities | Ads & Sponsored Experiences

- Own the end-to-end design of ads and sponsored experiences, balancing partners & customer needs across the travel journey
- Partner closely with Product, Engineering, Accessibility and Commercial teams to deliver desirable and simplified design solutions
- Influence product strategy and execution by aligning customer needs, business priorities and technical constraints to deliver scalable product experiences



Senior Product Designer / Shopping Tribe

8 months (Dec 2023 - Jul 2024)

Talabat

Dubai, UAE

Main Responsibilities | Home Screen & IPM Strategies

- Home screen: Lead designer of the App's home screen
- IPM strategies: Lead designer of IPM (In-product marketing) strategies
- Partner closely with different teams: tPro, Rewards, Groceries, Payments and Dine Out



Senior Product Designer / Lead B2B Designer

2 years (Jan 2022 - Dec 2023)

Tiqets

Amsterdam, Netherlands

Main Responsibilities | B2B Portals

- Increased availability for product capacity & timeslots by 96% in 6 months by designing a new availability management feature
- Decreased the number of contacts to Supply Ops by 64% by fixing the main user problems of the availability management feature
- Responsible for improving the experience on the B2B portals of the company (Suppliers, Affiliates and Distributors)
- Responsible for continuous improvement on the B2B widgets (discovery and availability widgets)



Product Designer

3 years and 6 months (Aug 2017 - Feb 2021)

Booking.com

Amsterdam, Netherlands

Main Responsibilities | Genius Programme

- Utilising quantitative and qualitative data as guidance when iterating on MVP's and other existing products & features
- Creating and delivering prototypes for the many experiments (A/B testing)
- Designing elegant solutions for various Genius pages and features on the extranet

Other Experiences

Prior to the experiences mentioned above, I've worked in other companies in the USA and Brazil. Some of them are: MSCL (Jackson, TN - USA), Staff Brazil, Motorola, Grupo Rio Quente and B2W Digital (Sao Paulo, Brazil). After my first degree, I started my career as a graphic designer and throughout the years I made my transition to UX/product design, where I've been since then.