



About me

I have been working on digital product for the last 10 years, now focus on product manager role, organizing a long term project at Aily labs, from general product vision, definition of roadmap, etc... to day to day management, defining and planning the sprints of two different squads (15 people) under the scrum framework.

With a strong customer centric mindset, I love to be in the field investigating user needs and problems and generating hypotheses based on empirical data.

My experience as a UX designer has given me many tools and knowledge to better develop my functions as a product manager.

Experience

Aily labs (Business intelligence platform)

Sept 2023 - Now

Product manager, managing the end-to-end product lifecycle, from conception to launch, by defining product requirements, and collaborating with cross-functional teams.

The Valley (Business School)

January 2022 - Sept 2023

Teacher at "The valley" in "Lean Business Design & Innovation" for the modules of prototyping and CRO

OWQLO (SaaS for sports organization)

March 2020 - Sept 2023

Product manager & Lead UX Designer, defining and designing digital solutions in collaboration with organizations as Jr. NBA or Barça Academies

UCI (Real estate finance)

August 2019 - March 2020

Lead UX/UI Designer, coordinating web projects with external consultancies such as Redbilly, Adesis or Novicell.

Medlab Media Group (Healthcare digital solutions)

May 2018 - August 2019

UX/UI Designer, designing web projects and native applications such as messaging services, backoffice and medical tools (Vademecum, medical dictionaries, etc...).

3 · Ways (Media Agency)

Mar 2016 - Jun 2017

UX/UI Designer, designing short-term projects for organizations such as Pfizer, Vichy, GSK or Hollister.

Destinia (Online travel Agency)

October 2014 - October 2015

Visual Designer and UX/UI Designer developing pieces and landings for marketing campaigns.

Skills

Management

Definition, prioritization and follow-up of the product roadmap and OKRs based on feasibility, viability and desirability.

Definition and prioritization of planned work and objectives through agile methodologies.

Design thinking

Discovery of new opportunities for business improvement and innovation by seeking solutions to problems focused on people's needs.

Interaction

Generation and implementation of design systems.

Definition of "User-Personas" to capture human-centric user-needs.

Translating project requirements into an interface that works stakeholders with different backgrounds and contexts.

Organizing materials, tools and resources to create a smooth workflow with other departments.

Hypothesis generation and testing for conversion rate optimization.

Tools

Design thinking

Lean canvas
Product purpose
Empathy maps
Persona profile
Value LOFAs

Management

Scrum artifacts
(Epics, US, etc...)
OKRs
KPIs
Roadmap
Product backlog

Software

Jira
Figma
Sketch/Zeplin
Invision
Axure RP
Adobe suit

Education

The Valley 2021

PDPM (Product growth, Product management & Strategy, y Product innovation)

Detuatu 2018

Scrum manager certificate

_Trazos 2014

Master in graphic and web design

Arte 10 2009-2014

Graphic design

Languages

Spanish

Native

English

High (spoken and written)