

# francisco marcos.

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[Portfolio](#)  
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## Product Designer & Storyteller with a developer mindset.

Skilled in crafting impactful, user-friendly designs for web and mobile platforms, I thrive at the intersection of design, technology, and strategy. I've led the development of 30+ design systems and features across B2B and B2C ecosystems, improving usability and efficiency by up to 40%. With expertise in team mentorship, cross-functional collaboration, and data-driven design, I create intuitive, visually compelling solutions that drive results. In my free time, I enjoy hiking, weightlifting, and climbing.

### Education & Certification

#### Product Design Specialization

@Platzi

July 2020 - December 2020

#### Computer Science

@Simón Bolívar University

September 2013 - September 2018

### Skills

Interaction & Product Design, Visual Communication, User Research, Graphic Design, Prototyping, Branding, Design Strategy, 3D Modeling, Mentorship

### Tools & Methods

Design Sprint, User Testing, Figma, Photoshop, Illustrator, Blender, Affinity Designer, Jira, HTML, CSS, Webflow

### Languages

Spanish

English Proficient

Italian Basic

## Product Designer @ Livo Health December 2023 - November 2024

- Designed and implemented a comprehensive design system from scratch, integrating branding efforts with the marketing team, resulting in 30+ reusable components that streamlined development and improved consistency across web and mobile platforms.
- Led the end-to-end design lifecycle for B2B2C solutions, delivering 10+ impactful features, including user dashboards and analytics tools, improving usability and adoption rates by 25%.
- Delivered multiple high-quality product enhancements, increasing customer satisfaction and reducing time-to-market by 20%, while maintaining agile, iterative processes.

## Lead Product Designer @ Yummy May 2021 - December 2023

- Built and mentored a high-performing design team, growing the team from 1 to 5 members, and establishing a collaborative environment that boosted delivery efficiency by 40%.
- Partnered with the CTO and PM to define and execute the product roadmap, launching 25+ key features across B2B2C platforms, including order management systems and ride bidding feature.
- Directed the creation and maintenance of a cohesive design system, ensuring a seamless and scalable experience for 500k+ active users across web and mobile platforms.

## Product Designer @ Posmit January 2022 - May 2022

- Developed the brand identity and a robust design system for a B2B SaaS product, unifying the design language across its mobile app and web.
- Designed and iterated on 20+ user flows and high-fidelity prototypes, optimizing key functionalities such as reporting dashboards.
- Conducted usability testing with end-users, implementing improvements that reduced friction in onboarding by 30%.

## UI/UX Designer @ 3MIT January 2021 - September 2021

- Delivered UX/UI designs for a B2B web platform used by 25+ clients, enhancing task efficiency by 20% through user-centered solutions.
- Supported marketing strategies with visually compelling assets, contributing to a 15% increase in campaign engagement rates.
- Redefined the complete brand identity and design guidelines for internal SaaS products, increasing brand cohesion.

## UI/UX Designer @ Dingo January 2020 - December 2020

- Designed the brand identity and UX/UI for a chat-based delivery app, reducing support-related contacts by 30% through intuitive user flows.
- Created high-fidelity designs for the client-side mobile app and internal CRM, streamlining delivery operations for 20+ B2B partners.
- Collaborated with stakeholders to improve task completion flows, achieving a 20% increase in delivery efficiency across the platform.