

INMA VARANDELA

Senior Product Designer



CONTACT

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PORTFOLIO

<https://bento.me/inmavarandela>

New website coming soon!

EDUCATION

Certificate Introduction to Coding

SheCodes

Certificate Design Systems

Figma Camp

Certificate UX Design (Immersive Bootcamp)

General Assembly, New York

UX/UI Design Course

Neoland Digital School, Madrid

B.F.A. Photography

IEFC, Barcelona

B.A. Journalism

Universidad Pontificia de Salamanca

SKILLS

UX/UI Design

Design Strategy

Design Systems

DesignOps

User Research

Usability Testing

Customer Journey

Information Architecture

Workshops Facilitation

Design Thinking

Branding

No-code Front-end

Art Direction & Photography

TOOLS

Figma • Framer • Tokens Studio • Notion

zeroheight • Zeplin • Photoshop

LANGUAGES

English

Spanish

Portuguese

ABOUT ME

As a Senior Product Designer, I lead the design process end-to-end, from early stage definition to implementation. With a track record of delivering multiple products and features across various platforms, I seamlessly blend a data-driven approach with the creative power of Design Thinking. Spanning diverse industries, including travel, I am deeply passionate about crafting solutions that not only align with business objectives and user needs but also elevate brand awareness. I thrive on fast-paced environments tackling creative challenges by fostering effective collaboration through transparent communication.

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER (Contractor)

JUN 2023

GetYourGuide - Germany (Remote) - Marketplace for travel experiences (App & Web)

OCT 2023

- Led the Retention & Growth design team to increase user engagement through homepage personalization for visitors and customers, boosting retention rates and brand awareness.
- Pioneered collaborative efforts with Content and CRM teams to redesign landing pages, by creating updated templates that speeded up the creation process, visual consistency, and user experience.
- Collaborated in design experiments with Product and Content teams for social media to effectively test hypotheses and refine solutions.

LEAD PRODUCT DESIGN & DESIGN-OPS

DEC 2022

MAY 2023

Magnolia CMS - Switzerland (Remote) - SaaS (Web App)

- Pioneered a Design System for enhanced development efficiency, conducting interface audits, facilitating design principle workshops, establishing design tokens and foundations, and creating well-documented components.
- Formulated a growth strategy for the design team, managed designers recruitment, implemented design tools and rituals, and championed DesignOps responsibilities.
- Optimized design collaboration with Product and Engineering teams, eliminating workflow bottlenecks by defining and establishing new cross-functional collaboration processes
- Led and conducted generative and evaluative research studies to inform product decisions while improving the navigation and search experience of Magnolia authors.

PRODUCT DESIGNER

MAY 2020

NOV 2021

Zalando - Germany (Remote) - Leading European Online Retailer (Mobile App & Web)

- Designed two new end-to-end experiences for beauty customers to help them find the right product for their specific needs by incorporating beauty samples and automated makeup recommendations, bridging offline and online shopping.
- Co-created a new beauty customer journey through design sprints with fellow designers and stakeholders to align on priorities and define impactful new features.
- Teamed up with the research team to uncover user insights and integrate them into the design process via user interviews, concept tests, surveys, and usability tests.

PARTNER & LEAD DESIGNER

MAR 2018

APR 2020

Public Sentiment - New York (Remote) - Responsive Government Start-up (Web & Service)

- Orchestrated service design, defined strategy, and provided art direction
- Conceptualized best practices to integrate AI with visualization for sentiment analysis through collaboration with researchers, data scientists, and developers.

PRODUCT DESIGNER

JUL 2018

OCT 2019

BBVA - Spain - Financial Institution (Mobile App)

- Launched an award-winning mobile app feature for managing savings and daily financial tasks that won the Bienal Iberoamericana de Diseño (BID 2020).
- Cooperated internationally with cross-functional teams across four countries within an Agile framework.
- Conducted five design thinking workshops, crafted new customer journeys integrating insights from user research and designed pixel-perfect final screens for mobile app.

UX DESIGNER (Freelancer)

FEB 2018

JUN 2018

School House - New York - Agency acquired by **FrontRow** (E-commerce Web)

- Revamped Cuvée Beauty website, a luxury haircare brand, enhancing the shopping experience, increasing conversion rates, and refining brand strategy.
- Overhauled information architecture, created high-fidelity designs, and tested multiple iterations of the final prototype.
- Collaborated effectively with Marketing, Brand, Engineering and Product teams scattered in three different time zones