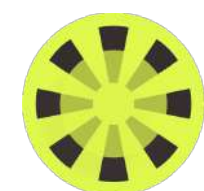


INMAVARANDELA

SENIOR PRODUCT DESIGNER



CONTACT

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LINKS

[Portfolio](#)

[LinkedIn](#)

[Read.cv](#)

SKILLS

Interaction and visual design

Design systems

Information architecture

Qualitative & quantitative research

Usability testing

Customer journey mapping

User flow definition

Workshops facilitation

Design Thinking, Design Sprints

Art direction

HTML5 | CSS

EDUCATION

2023 **CERTIFICATE INTRODUCTION TO CODING**

SheCodes

2022 **CERTIFICATE DESIGN SYSTEMS**

Figma Camp

2017 **CERTIFICATE UX DESIGN**

General Assembly, New York

UX/UI DESIGN COURSE

Neoland Digital School, Madrid

2006 **B.F.A. PHOTOGRAPHY**

IEFC, Barcelona

2003 **B.A. JOURNALISM**

Universidad Pontificia de Salamanca

TOOLS

Figma • Framer • Notion • ChatGPT4 • Photoshop • zeroheight • Miro • HotJar • and pretty much anything your team uses

LANGUAGES

English

Spanish

Portuguese

ABOUT ME

I'm a strategic Senior Product Designer transitioning into Web3 and crypto, building on my experience as an investor in the space. With a background in consumer products spanning from e-commerce to fintech and travel, I'm excited about bringing valuable expertise in crafting user-focused, scalable solutions that contribute to a more inclusive digital future. I excel at simplifying complexity and designing inclusive, intuitive experiences that empower users, blending analytical problem-solving with technical design expertise. I'm driven by creativity, accountability, and the challenge of turning innovative ideas into meaningful, human-centered products—all while enjoying the journey!

EXPERIENCE

SENIOR PRODUCT DESIGNER (CONTRACT) • Remote

Jun 24 - Currently

GetYourGuide • Marketplace for travel experiences (Mobile App & Web)

May - Nov 23

- Spearheaded design initiatives to improve search, discovery, and personalization on the homepage, optimizing user engagement across the funnel and validating solutions through iterative testing.
- Partnered with cross-functional teams to deliver high-impact improvements in customer experience, focusing on hypothesis-driven experimentation and measurable outcomes.

LEAD PRODUCT DESIGNER & DESIGN OPS • Remote

Dec 22 - May 23

Magnolia CMS • Headless CMS SaaS (Web App)

- Directed design operations, optimizing collaboration workflows and establishing rituals and tools that empowered the team to deliver impactful outcomes.
- Pioneered a scalable Design System, improving developer efficiency and accelerating the release of cohesive product experiences.
- Conducted a comprehensive UI audit, introducing design foundations and tokens, facilitating workshops, and delivering reusable components to accelerate development cycles.
- Defined a growth roadmap for the design team, streamlining recruitment, onboarding, and operational excellence.

PRODUCT DESIGNER • Berlin (Remote)

May 20 - Nov 21

Zalando • Leading European Online Retailer (Mobile App & Web)

- Designed and launched two end-to-end initiatives that redefined the beauty shopping journey, including automated makeup recommendations and beauty sample integrations.
- Collaborated with stakeholders in design sprints to prioritize impactful features and bridge the gap between online and offline beauty retail.
- Partnered with researchers to lead usability testing, surveys, and synthesis sessions, embedding user insights into decision-making to maximize impact.

PARTNER & LEAD DESIGNER • New York (Remote)

Mar 18 - Apr 20

Public Sentiment • Community engagement start up (Web & Service)

- Defined the design strategy and service architecture for tools integrating AI and data visualization to analyze user sentiment and behavior.
- Worked closely with researchers, data scientists, and developers to create innovative, data-driven services that drove engagement and actionable insights.
- Led service design and art direction, aligning product vision with user needs to develop scalable solutions for community-driven insights.

PRODUCT DESIGNER (CONTRACT) • Madrid

May 20 - Nov 21

BBVA • Multinational financial services (Mobile App)

- Delivered an award-winning AI-powered mobile feature that simplified savings and financial management, recognized by the Bienal Iberoamericana de Diseño (BID 20).
- Collaborated with stakeholders across three markets to align on priorities, define requirements, and ensure solutions met diverse user needs.
- Facilitated multiple design thinking workshops with cross-functional teams to refine feature concepts and drive shared understanding of user goals.
- Created high-fidelity designs for mobile, collaborating with the design system team to ensure consistency and quality across all touchpoints.

UX DESIGNER (FREELANCE) • New York (Remote)

Feb - Jun 18

School House • Beauty creative agency acquired by Front Row Group

- Overhauled the online shopping journey for Cuvée Beauty, crafting a premium experience that boosted engagement and drove higher conversions rate by 30%
- Conducted qualitative and quantitative research and analyzed user insights and market trends to identify opportunities, shape product enhancements, and refine the online brand presence.
- Reimagined site structure information architecture and navigation, producing polished, user-centric prototypes in close partnership with creative and development teams.