

PROFILE

Product Designer and maker passionate about **simplifying complexity through product**. Experience building 0 to 1 products in **fast-paced startup environments**, conducting user research, translating user feedback into product decisions and solving complex problems alongside engineering and business teams. Winner of 9 innovation competitions.

EXPERIENCE

Head of Product and Design, Secur0 (B2B Cybersecurity SaaS Startup)

2025 - Present

- **Reduced customer-facing report states by 71%**, eliminating one of the platform’s most common sources of confusion for customers.
- Pushed brand authority through a LinkedIn strategy achieving **20x increase in reach and 35x increase in engagement** within five months.
- Drove product strategy alongside the CEO and CTO to build a B2B Cybersecurity SaaS **from 0 to 1**, delivering a **full end-to-end rebranding and a scalable design system**.
- Designed and coded high-conversion landing pages with SEO and GEO optimization.
- Redesigned the core product experience, simplifying user flows, onboarding and reporting workflows based on direct user feedback.
- Collaborated closely with **Engineering, Sales and Cybersecurity teams** to deliver secure, scalable, and high-impact product initiatives in agile environments.
- Conducted **user research** with hackers, triage analysts and enterprise customers to identify pain points, validate assumptions and prioritise product improvements.

Design Systems Designer, Telefónica

2024 - 2025

- Designed and developed a gamified Advent Calendar for employees, achieving **300+ unique internal visitors** in the first day.
- Participated in the design of a new internal 360° feedback tool, collaborating with designers and developers from early concepts to implementation. Scaled Telefónica’s Enterprise Design System. Supported internal communication and engagement initiatives through design assets and marketing campaigns.

EDUCATION

Business Management and Marketing, Rey Juan Carlos University

2020 - 2025

- Achieved **10/10 on Final Degree Project** in Marketing. Awarded Honors in Marketing, Information Systems, and Data Automation.
- Selected as host for Faculty Day awards ceremony for two consecutive years (2023, 2024).

Software Engineering, 42 Paris

2023 - 2026

- Completed a project-based, **peer-to-peer** software engineering program, ranked the world’s 3rd most innovative educational institution.
- Built strong foundations in C, C++, Unix, Git and systems programming through autonomous learning, collaborative code reviews and increasingly complex real-world projects.

Social Entrepreneurship, ESCP Business School

2025

- 1st place in Madrid, 3rd globally (18 teams) for social-impact project, pitched to investors in Madrid, Berlin & Paris.

AWARDS

1st Place, ESCP Entrepreneur Seed 2025	Led product discovery, business validation and investor pitch for a student employment platform, achieving 1st in Madrid and 3rd in Europe .
1st Place, IberiaLAB Innovation Competition 2024	Designed, validated and pitched an AI-powered customer experience concept to 1,000+ attendees, Iberia’s President and executive board. Later adopted internally by Iberia.
1st Place, Additional wins	Cabify Hackathon, Pfizer x Wayra Innomakers4Health, Hack4Good, Ideathon Telefónica, ESIC x 42 Madrid, Hack(io) Weekend and Hack Jam.

SKILLS

Design	Figma, Design Systems, UI/UX, Interaction Design, Prototyping, Accessibility, Design Thinking
Technical	HTML, CSS, JavaScript, Astro, Git, Responsive Design, Jira, C, C++
Business & Strategy	Brand Positioning, Product Strategy, Google Analytics, Search Console, SEO
Languages	Spanish (Native), English (Professional), French (Basic)