



Product Design & UX Leader | Enterprise B2B Platforms | AI | Design Systems | Accessibility

Product Design and UX leader with 16+ years of experience across enterprise technology, banking, ecommerce and global B2B platforms. Former Senior Principal Product Designer at Dell Technologies, with a track record of turning fragmented products, journeys and teams into coherent, scalable and measurable experiences.

Product Design Leadership Stakeholder Management Enterprise UX B2B Platforms Design Systems Governance
AI Product Strategy Accessibility / WCAG UX Research Product Strategy Executive Communication Mentoring

Experience

2021 - 2026

Senior Principal Product Designer at Dell Technologies

2 promotions during my time at Dell:

UX/UI Design Lead -> Principal Product Designer -> Senior Principal Product Designer

Led multiyear vision and strategic Product Design initiatives across complex global B2B experiences, helping turn fragmented partner-facing products, journeys and teams into more coherent, scalable and measurable experiences.

Key highlights:

- Improved Partner Portal Homepage performance: **+20.7% CSAT** & **+37.5%** search click rate.
- Identified WCAG AA accessibility gaps in Salesforce Lightning Design System and partnered with Salesforce teams to influence Summer '23 **SFDC Design System release**.
- Contributed to **AI-enabled product strategy** conversations focused on reducing complexity and improving partner self-service.
- Developed Partner E2E journey vision work to uncover fragmentation, user pain points and platform-level opportunities.
- Advocated for UX metrics, research and scalable design guidelines.
- Created and led **Dell's first EMEA Design Week: 782 participants**, 40+ speakers, 6 executive leaders and 91% CSAT.
- Created "Conversations with a Mentor," a 13-episode mentoring series that increased Dell Digital Design organization mentorship participation by 25% and averaged 101 views per episode.

Received 3 Game Changer, 15+ Inspire recognitions, and selected for Dell's Empowering Diverse Leaders program (EDL).

2020 - Present
(Part-time)

Adjunct Professor at Nuclio Digital School, EADA Business School, IEBS

Teaching in UX/UI Masters and programs in Barcelona, International and LatAm editions, focusing on UX/UI, research, design thinking, accessibility, communication, AI-assisted design workflows and design systems.

At Nuclio Digital School I was awarded **Best Professor** rated by students in 2022.

2019 - 2020

UX Manager - Uvinum / Drinks&Co at Pernod Ricard

Hired to establish the Product Design / UX function from scratch at Uvinum / Drinks&Co, one of Europe's largest wine and spirits marketplaces, operating across 16 countries.

Key highlights

- **Built the design area from zero:** recruited design profiles, set up workflows, introduced UX/UI processes, created design rituals and **built the design system** based on Atomic Design principles.
- Led UX analysis, including heuristic reviews, user personas, customer journeys and opportunity mapping, partnering with Product, Tech, Marketing, Business and Pernod Ricard stakeholders.

2016 - 2019

UX/UI Designer & Project Manager - Payments & Card Experience at CaixaBank Payments

Led customer experience and UX/UI initiatives across credit cards, mobile payments and digital banking touch-points, combining research, product design, stakeholder alignment and metrics-driven improvement.

Card Declines strategic initiative focused on reducing failed card transactions and improving the customer experience in critical payment moments.

- Coordinated and led a cross-functional **team of 13 members** across business, fraud, operations, analytics, digital channels and external partners.
- **0.31 percentage point reduction in declined transactions** within a large-scale payment ecosystem of 995.5M authorized operations vs 35.5M declined operations per year.
- Identified 70 improvement actions across 360° touchpoints to prevent critical card lifecycle moments.

Led CaixaBank Pay app UX improvements, contributing to an **iOS app rating from 4.0 to 4.6 stars**, serving 600K+ users and 1M+ monthly operations.

2010-2016

Earlier Digital Design & Leadership Experience

TBWA, Plan Marketing y Comunicación, Buzz Marketing Networks, Abbey Hub

- **Held digital design**, art direction and front-end collaboration roles for clients including Nissan, Chupa Chups, Smint, Vichy Catalan, Levi's, Balenciaga, Marc Jacobs, KitKat Spain and Pepe Jeans London.
- **Co-founded Abbey Hub**, a language and communication mentoring school serving clients including Audi, Microsoft, Idealista, MC Mutual and Aramark.

Education

2003 - 2009

Bachelor Honours in Fine Arts, Graphic Design specialization at Universitat de Barcelona / University of Seville

Completed Fine Arts studies with a Design specialization at the University of Barcelona, after initial years at the University of Seville.

2010 - 2014

Coursework toward a Degree in Multimedia, Web Engineering specialization at Universitat Oberta de Catalunya

Completed several years of coursework in Web Engineering, strengthening my technical foundation in programming as well as accessibility, usability and project management.