Carlos Iwi

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EXPERIENCE

Genially · SAAS · B2B, B2C · link
Senior Product designer · Jun 21 - Present

Identify opportunities and translating them into product strategy and design roadmaps. Advocating for exceptional holistic user experiences and high-quality execution. Inspiring and nurturing other designers through leadership and mentorship.

Glamping hub · Marketplace · BTC · link
Lead Product designer · Feb 2018 - Jun 2021

As lead, I set up the research and discovery process, scaled the design team and communicated with stakeholders. I also worked closely with the CEO and Product Manager to develop a long-term design vision roadmap and build a strong design and product culture. At the same time I continued to design, deliver and test solutions across the platform.

UX designer · Mar 2016 - Feb 2018

As Glamping hub's first UX designer, I was in charge of defining the design, explore UX/UI solutions and promote the user-centered design culture. Cross-platform improvement of the user journey. Wireframes, Mockups, prototypes and final designs for in-house projects like dashboard, site and app.

Hotelbeds · SAAS, Marketplace · B2B2C · link
UX designer / UI developer · Nov 2013 - Mar 2016

Advocate for good user experiences while achieving business goals working on a variety of products and services in-house and with industry leaders such as British Airways and Disney. Designed, delivered and tested B2B2C projects for accommodation, car hire, transfers and activities

EDUCATION

Advanced course of Web Design and Development
Escuela Arte Granada · Oct 2009

Higher Education Certification in Direction and Realization of Audiovisuals
IES Angel de Saavedra · Jun 2009

Higher Education Certification in Advertising Graphics
Art school of Córdoba · Jun 2006

SKILLS AND TOOLS

Skills
Hard · Product thinking, Design process, Product strategy, Tasks prioritization, Workshops.
Data analysis, User research, Design research, Journey mapping, User Testing, Usability testing.
User flow, Sketching, Wireframing and Prototyping. Design systems.
Soft · Communication, Curiosity, Empathy, Teamwork, Open-Mindedness, Assertiveness, Storytelling.

Tools stack
Research & Testing · Notion, Figjam, Miro, Google Analytics, Amplitude, Metabase, Maze, Hotjar.
Design & Development · Figma, Sketch, Adobe XD, Adobe Suite. Jira, Github, HTML/CSS.