

Design Engineer and product designer with 20+ years of experience, evolving from graphic, editorial and brand design to web and digital product design — the last 5 years leading strategy and teams. With a background in Computer Engineering and web development, I bridge design and code: I move as naturally defining the architecture of a complex digital product as crafting the art direction of a website that has to impress at first sight. I believe in design that solves business and user problems without compromising visual detail, and in teams and Design Systems — now powered by AI — that sustain that quality as products grow.

Professional Experience

Head of Product Design | Torresburriel Estudio

OCT 2025 – PRESENT

ZARAGOZA, SPAIN

- I lead UX/UI strategy, vision and execution, translating stakeholders' business goals into coherent, scalable design roadmaps.
- I build and scale a high-performing design team, driving product experiences that maximize value for users and the business.
- I foster cross-functional collaboration with Product, Engineering and Marketing from ideation to launch, and oversee the Design System — using AI for its documentation (design.md) and for component accessibility audits — ensuring brand consistency and technical efficiency.

Senior UX/UI Designer | Torresburriel Estudio

JAN 2023 – OCT 2025

ZARAGOZA, SPAIN

- Led a team of UX/UI designers, overseeing end-to-end digital product design: information architecture, wireframing, prototyping and usability evaluation.
- Developed and maintained the team's Design System, improving visual consistency.

UX/UI, Product & Graphic Designer | ICA. Studio (freelance)

MAY 2021 – JAN 2023

ZARAGOZA, SPAIN

- Independently led end-to-end design projects for clients across industries: UX/UI design, Design Systems, heuristic evaluations and interface audits.
- Combined art direction and graphic design (branding, packaging, editorial) with web design and development, managing each project from start to finish.

Previous Experience

2005 – 2021

- Web design and development, graphic design and e-commerce marketing. Editorial design.

Education		Skills	
MBA – General & Strategic Management UNED	2026	Leadership & Strategy	
Technical Engineering in Computer Systems UNED	2014	Team Management	
Graphic Design Diploma ESDA	2005	Design Thinking	
Specialization & Certifications		Human-Centered Design	
IxDF 25 certificates (incl. AI for Design Systems, accessibility)	2026	Service Design Design Systems	
Advanced AI for Business Bootcamp Startups Institute	2026	Product Vision	
UX-PM Level 1, 2 & 3 UXAlliance	2024 - 2025	UX & Accessibility	
Advanced UX Research Specialization UX Learn	2023	Usability Evaluation Wireframing	
UX/UI Design Bootcamp Uxer School	2021	Information Architecture	
Languages		Accessibility Audits	
Spanish Native		WCAG 2.2 Compliance	
English B2 Official School of Languages (EOI)	2025	Design, Code & Tools	
		Figma HTML/CSS JavaScript	
		Adobe Suite AI Prototyping	