



Rodrigo Maldonado
Product Designer / Ux Designer
Barcelona, Spain

Product Designer with 6+ years of experience in UX/UI, research, and interaction design. Skilled in agile methodologies, data-driven design, usability testing, and accessibility. I have optimized digital experiences across various industries, enhancing user engagement and conversion rates through research, prototyping, and usability testing. Recently completed a UX Design Master's at Núcleo Digital to refine my expertise.

EXPERIENCE

Product Designer

Azerion – Barcelona, Spain (Remote) | Jan 2023 - Feb 2025

- Led qualitative research (user interviews, surveys, usability tests) to inform UX strategies.
- Conducted user research and A/B testing using Google Analytics, Hotjar, and Tag Manager to refine digital experiences.
- Designed and optimized interactive rich media ads, improving engagement and conversion rates.
- Created wireframes and high-fidelity prototypes in Figma, ensuring intuitive user flows and usability.
- Improved usability and accessibility (WCAG compliance) based on user research and testing insights.
- Used Celtra and Amazon Ads for dynamic ad creation and campaign optimization.
- Developed responsive web experiences using HTML, CSS, JavaScript, and Bootstrap.
- Collaborated with developers to ensure front-end implementation aligned with design specifications.

Product Designer

Infinia Mobile – Madrid, Spain | Jun 2018 - Dec 2022

- Led qualitative research (user interviews, surveys, usability tests) to inform UX strategies.
- Designed and optimized dashboards and data platforms, improving usability and accessibility.
- Managed scalable UI components for cross-platform consistency.
- Analyzed user metrics and implemented design improvements that enhanced user experience.
- Developed responsive web interfaces and interactive animations using HTML, CSS, JavaScript, and GSAP.
- Integrated Celtra for interactive ads and optimized campaigns using Amazon Ads.
- Managed WordPress site creation and updates, ensuring enhanced functionality.

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SKILLS

DESIGN & STRATEGY

- UX Research & Usability Testing
- Wireframing & Prototyping (Figma, Sketch, Adobe XD)
- Design Systems & UI Kits
- Agile Methodologies & Design Sprints
- Data-Driven Design & Product Strategy
- Accessibility & WCAG Compliance

TECHNICAL SKILLS

- HTML, CSS, JavaScript, jQuery
- GSAP, Lottie
- WordPress & CMS
- SEO & Web Optimization
- Google Analytics, Tag Manager, Hotjar
- Celtra, Amazon Ads

EDUCATION

Master's in UX/UI Design
NUCLIO DIGITAL SCHOOL
BARCELONA, SPAIN (2024 - 2025)

Bachelor's in Graphic Design & Multimedia Technology
CEADE Leonardo – Seville, Spain (2009 - 2012)

ADDITIONAL COURSES

- Design UI/UX – CEI Seville (2021)
- Design Thinking – European Graduate Institute (2020)
- Digital Product Design with Lean & UX – Domestika (2022)

LANGUAGES

- * English (Fluent)
- * Spanish (Native)
- * Portuguese (Native)