



David Guerra Serrano

Product Owner / Product designer
Madrid

About me

Product Owner with a strong UX/UI design background, experienced in digital product strategy, user research, working always in agile frameworks. Skilled in leading end-to-end design processes with a strong focus on user experience, product impact, and business objectives.

Bridging communication between technical teams and clients to drive results, relying on analytics and QA testing to guide decisions and improve product performance.

PORTFOLIO:

<https://davidguerraserrano.es/>

Experience

Domain logic - Telefónica

Product owner

2024 mar - Currently

Driving product vision and backlog priorities collaborating tightly with UX, Front and backend teams to guide them and validate the solutions that support strategic business goals. Making decisions based on analytics and testing.

Freelance

Product owner / Digital transformation

2023 jun. - 2024 mar.

Product development strategy for clients such as Inditex, Telefónica and AXA, working in direct contact with key stakeholders including clients, business and technical teams.

The Bridge | Digital Talent Accelerator

Product designer teacher

2020 dec. - Jul. 2023

Master's Degree focused on UX, UI, user research, prototyping and digital business development, including the supervision of final projects

Contact

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SKILLS

JIRA

Figma

Scrum Master

Business development

QA

Digital strategy

Roadmap design

Languages

Spanish

English

Volunteering

Plant-or-te-Planet

ACOPE

Universo Accesible Foundation

Fundación Fondo Kati

Grupo DKV

Product owner & Product designer

2021 Jan. - 2023 Jun.

Work in the definition and evolution of digital products as a Product Owner and UX Designer, combining strategy, user research, and interface design to improve customer experience and optimize business objectives.

Babel creativa

Senior product designer

2018 dec. - 2021 jan.

UX Designer responsible for creating user-centered digital solutions for clients such as Prosegur, Caser Seguros, and Banco Santander. Involved in research, prototyping, and interaction design.

Tanta Comunicación

Product designer

2016 jun. - 2018 Dec.

UX/UI design for clients as Evo Bank, Ría money transfer, Sanitas, others... Tools: Sketch, Invision, Figma and Pack Adobe.... Tools: Sketch, Invision, Figma and Pack Adobe.

Lamoderna

Digital art director

2014 oct. - 2016 jun.

Graphic design & Social Media communication.

Yves Rocher

Digital art director

2014 jan - 2014 sept.

Design and Art direction for the direct marketing department of Yves Rocher Spain. Online and offline designs.

EPM publicidad

Graphic designer

2013 aug. - 2013 dec.

Online & Offline Graphic Design. Adobe pack.

Publicis

Junior Graphic designer

2012 may - 2013 apr. (1 year)

Madrid (Spain).

Offline Graphic Design. Adobe pack. Clients as Toyota and Philip Morris.

Formation

Project Management

Online Master's degree.

ENEB Escuela de negocios (2023 oct - 2024 jun)

Scrum Manager certification

Expert level certification.

Scrum Manager® (2017)

UX/UI Product Design

Specialization Course

Estudio Torres Buriel (2017)

Front-End Design

Postgraduate Diploma.

CEI Escuela de Diseño. (2016 - 2016)

Advertising creativity.

Master's degree.

Aula creativa. (2015 - 2016)

Advertising and RRPP.

Bachelor's degree.

Rey Juan Carlos University (2011 - 2015)

Editorial production and graphic design.

Higher Technical diploma.

IES Islas filipinas. (2009 - 2011)