# DAVID GUERRA SERRANO

## Professional Scrum Product Owner (PSPO) | Scrum Manager certified

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## PROFESSIONAL SUMMARY

Product Owner with a strong UX/UI background, focused on defining product vision, prioritizing the backlog and delivering user-centered solutions within agile frameworks.

Bridging communication between technical teams and clients through clear user stories, stakeholder alignment, and the use of analytics and QA feedback to guide decisions and improve product performance.

## EXPERIENCE

Product Owner | Telefónica / Domain Logic
Mar 2024 – Present

- Drive product vision and backlog priorities aligned with business goals.

- Collaborate closely with UX, frontend, and backend teams.

- Validate solutions through analytics, testing, and user feedback.

- Support strategic decision-making with data-driven insights.

Product Owner | Freelance
Jun 2023 – Mar 2024

- Defined product development strategies for clients such as Inditex, Telefónica, and AXA.

- Worked directly with stakeholders, business teams, and technical teams.

- Balanced product strategy, discovery, and delivery activities.

Product Designer Teacher Part-time | The Bridge
Dec 2020 – Jul 2023

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

Product Owner & Product Designer | Grupo DKV
Jan 2021 – Jun 2023

- Defined and evolved digital products combining Product Ownership and UX design.

- Conducted user research and translated insights into product decisions.

- Improved customer experience while optimizing business objectives.


Senior Product Designer | Babel Creativa
Dec 2018 – Jan 2021

- Delivered UX/UI solutions for financial and healthcare clients as Prosegur, Caser Seguros, and Banco Santander.


Product Designer | Tanta Comunicación
Jun 2016 – Dec 2018

- UX/UI design for clients such as Evo Bank, Ría money transfer, Sanitas, others…


UX Designer & Graphic Designer | Various Companies
May 2012 – Jun 2016

- UX/UI design, graphic design, and digital communication projects.


## CORE SKILLS

Product Ownership

Product Discovery & MVP Definition

Backlog Management & Prioritization

Roadmap Planning

User Stories & Acceptance Criteria

Agile Methodologies (Scrum)

Stakeholder Management

OKRs & KPIs

Data Analysis & QA Validation

**TOOLS & TECHNOLOGIES**

Jira

Confluence

Figma

Google Analytics


**CERTIFICATIONS**

- Professional Scrum Product Owner (PSPO 1) – [Scrum.org](Scrum.org), 2025

- Scrum Manager certification. Expert level certification – Scrum Manager®, 2017


**EDUCATION**

-Master's Degree in Project Management – ENEB, 2023 – 2024

- UX/UI Product Design Specialization – Estudio Torres Buriel, 2017

- Postgraduate Diploma in Front-End Design – CEI Escuela de Diseño, 2016

- Master's Degree in Advertising Creativity – Aula Creactiva, 2015 – 2016

- Bachelor's Degree in Advertising & Public Relations – Rey Juan Carlos University, 2011 – 2015

- Higher Technical Diploma in Editorial Production and Graphic Design – IES Islas Filipinas, 2009 – 2011


**LANGUAGES**

Spanish (Native)

English (Professional working proficiency)