

# DAVID GUERRA SERRANO

Product Owner | Professional Scrum Product Owner (PSPO)

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Location: Spain

## RESUMEN PROFESIONAL

Product Owner with a strong UX/UI background and experience in both consulting and corporate environments. Specialized in defining product vision, leading product discovery, and prioritizing backlogs to deliver user-centered digital solutions aligned with business objectives.

Experienced in end-to-end product ownership, roadmap definition, launch, and continuous improvement, working with cross-functional teams in complex environments.

Strong communicator between business, technical teams, and clients, using data, KPIs, analytics, and QA feedback to support decision-making, manage dependencies and risks, and maximize product value.

## PROFESSIONAL EXPERIENCE

### **Product Owner – Telefónica / Domain Logic (Mar 2024 – Present)**

- Defined and communicated a clear product vision aligned with business and corporate strategy.
- Owned and prioritized the product backlog, ensuring alignment with business goals.
- Worked closely with a cross-functional team of 7 developers (frontend and backend), UX designer, and multiple corporate stakeholders in a complex, dependency-heavy environment.
- Balanced business priorities, user needs, and technical constraints to deliver product enhancements.

### **Product Owner – Freelance (Jun 2023 – Mar 2024)**

- Worked as Product Owner for multiple clients (Inditex, Telefónica, AXA), adapting quickly to different domains, teams, and organizational contexts.
- Defined product strategies for clients.
- Worked closely with stakeholders and development teams.
- Led product discovery, roadmap definition, and delivery.

### **Product Design & Digital Transformation Teacher (Part-time) – The Bridge (Dec 2020 – Jul 2023)**

- Instructor in Master's programs focused on UX, UI, and digital business, integrating product strategy and business thinking into design decisions.
- Mentored student projects assessing market fit, value proposition, and revenue potential of digital products.

### **Product Owner & Product Designer – Grupo DKV (Jan 2021 – Jun 2023)**

- Owned and evolved digital products, combining Product Ownership and UX design responsibilities.
- Led user research activities and translated insights into data-driven product decisions.
- Drove product and UX initiatives that contributed to a 15% growth in the customer portfolio and a 30% increase in active users, through continuous optimization and data-driven decisions.

### **Senior Product Designer – Babel Creativa (Dec 2018 – Jan 2021)**

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

### **Product Designer – Tanta Comunicación (Jun 2016 – Dec 2018)**

- UX/UI design for clients including Evo Bank, Ría Money Transfer, and Sanitas.
- 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, Backlog Management, Roadmap Planning, Stakeholder Management, OKRs, KPIs, Data Analysis, Agile Methodologies (Scrum), User Stories, Acceptance Criteria, MVP Definition, UX Research, QA Validation

### **TOOLS & TECHNOLOGIES**

Jira, Confluence, Figma, Google Analytics

### **CERTIFICATIONS**

- Professional Scrum Product Owner I (PSPO I) – Scrum.org, 2025
- Scrum Manager Certification (Expert Level) – 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 Creativa, 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)