

# DAVID GUERRA SERRANO

Product Owner | Professional Scrum Product Owner (PSPO)

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Location: Madrid, 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 and delivering projects for both desktop platforms and mobile apps.

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)**

- Definition and communication of a clear product vision aligned with business and corporate strategy.
- Ownership and prioritization of the product backlog, ensuring alignment with business goals.
- Close collaboration with a cross-functional team of 9 developers, a UX designer, and multiple corporate stakeholders in a complex, dependency-heavy environment.
- Balancing business priorities, user needs, and technical constraints to deliver continuous product enhancements.

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

- Product Owner role for multiple clients (Inditex, Telefónica, AXA), with rapid adaptation to different domains, teams, and organizational contexts.
- Solutions for all types of devices, native apps, and customized developments.
- Close collaboration with stakeholders and development teams to ensure effective execution.
- Leadership of product discovery processes, roadmap definition, and product 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)**

- Ownership and continuous evolution of digital products, combining Product Ownership and UX.
- Driving product and UX initiatives contributing to 15% growth in the customer portfolio and a 30% increase in active users through continuous optimization and data-driven decisions.
- Development of mobile applications and desktop platforms.
- Promotion of user digitalization initiatives aimed at reducing customer service costs and improving operational efficiency.

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

- Delivery of UX/UI solutions for security, financial, and healthcare sector 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 Design & Graphic Designer – Various Companies (May 2012 – Jun 2016)**

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

### **CERTIFICATIONS**

- Professional Scrum Product Owner I (PSPO I) – Scrum.org, 2025
- Scrum Manager Certification (Expert Level) – Scrum Manager®, 2017

### **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

### **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)