

DAVID GUERRA SERRANO

Product Owner | Professional Scrum Product Owner (PSPO) | Project management

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Portfolio: davidguerraserrano.es

Location: Madrid, Spain

RESUMEN PROFESIONAL

I am David, a Product Owner certified in Agile methodologies (PSPO I), specialized in the creation and evolution of digital products oriented to business and value generation. I combine experience in product design and end-to-end management to transform complex needs into useful, measurable solutions aligned with strategic objectives.

I have worked in consulting and corporate environments, leading the launch, continuous improvement and scaling of products on desktop and mobile platforms, collaborating with multidisciplinary teams in highly demanding contexts.

I make decisions based on data, KPIs and analytics, with a strong results-oriented mindset and extensive experience in commercial environments, where prioritization, autonomy and adaptability are key to maximizing product value.

CERTIFICATIONS

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

PROFESSIONAL EXPERIENCE

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

- Definition and communication of a clear product vision aligned with business strategy.
- Management and prioritization of the product backlog, ensuring alignment with stakeholders.
- Close collaboration with a multidisciplinary team composed of 9 developers, one UX designer and multiple corporate stakeholders in a complex environment with high inter-team dependencies.
- Responsible for reducing development time and increasing team productivity.

Product Owner – Freelance (Jun 2023 – Mar 2024)

- Product Owner role for multiple international clients, with fast adaptation to different domains, teams and organizational contexts.
- Projects focused on HR platforms (Inditex), chatbot development (AXA) and technical API platform (Telefónica).
- Solutions for all types of devices, native apps and custom developments.
- 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 & Project Manager – Grupo DKV (Jan 2021 – Jun 2023)

- Leadership and continuous evolution of digital products, combining Product Ownership and UX.
- 15% growth in customer portfolio and 30% increase in active users through continuous optimization and data-driven decisions.
- Promotion of user digitalization initiatives aimed at reducing customer service costs and improving operational efficiency.
- Management of cross-functional projects across different company areas.

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.

CORE SKILLS

Product Management, Product Discovery, Definition of product vision and strategy, Roadmap planning, Backlog management and prioritization, MVP definition, User stories, Acceptance criteria, Dependency and risk management, Stakeholder management, Delivery manager, Agile methodologies and frameworks, Scrum, OKRs, Agile ceremonies facilitation, Coordination of multidisciplinary teams, KPIs, Product analytics, Data-driven decision making, Analysis and decision making, Data-driven, Validation, QA, UX/UI product design, Product Design, User research, APIs, SaaS

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)