



# ANTONIO J. REDONDO PLATA

## Lead Product Designer

### CONTACT AND INFORMATION

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### SUMMARY

Dynamic and results-oriented Lead Product Designer with over 20 years of experience in the industry. Proven ability to navigate challenges and leverage qualitative and quantitative insights to drive impactful design solutions. Passionate about user experience and committed to continuous learning and mentorship within the UX community at ADPList.org.

In the last 9 years, I have focused on improving user experiences and have immersed myself deeply in the field of UX methodologies. I have earned multiple international certifications, including:

- 3 certifications from UXAlliance, validating my expertise in UX methodologies and practices.
- 2 certifications from the renowned Nielsen Norman Group, obtained through intensive coursework, showcasing my proficiency in cutting-edge UX design principles and techniques.
- Additionally, I have attained a certification as a UX Research Specialist, further enhancing my ability to comprehend user behavior and insights.



### PROFESSIONAL EXPERIENCE

#### ● Lead Product Designer

Nivoda, Remotely – February 2022 / June 2023 – [Google Plays](#) / [App store](#) / [Web](#)

Collaborated to improve a diamond marketplace company. As Lead Product Designer, the responsibilities were:

- Spearheaded the implementation of industry-leading UX methodologies in collaboration with the Head of UX, resulting in a 40% increase in user engagement and a 25% decrease in customer complaints.
- Creating and improving the Design System Manager to keep consistency along the UI and creating +100 components, +9 flows and prototypes including the purchase journey.
- Making decisions based on quantitative and qualitative data: Conducted 10 interviews and 6 surveys.
- Adding UX documentation to share with the main stakeholders and product team.
- Helping to keep the quarter milestones: I planned 4 workshops to discover and prioritize.

#### ● Senior UX Designer

Virtuallylive - Málaga – October 2019 / March 2020 (the company closed)

Helped the company adopt the UX methodologies to improve electric Formula 1 video game.

- User research: includes more than 20 interviews and 3 surveys with more than 150 answers each and deep research about player generations.
- Value proposition: I planned the backlog for the year and aligned the stakeholder's vision.
- Designed and executed detailed UX wireframes and user flow diagrams for a video game, optimizing player engagement and increasing average session duration by 20%.
- User testing and prototypes: Increasing the user satisfaction to 90%.

#### ● Senior UX Designer

Lottoland - Málaga and Gibraltar – January 2019 / October 2019 – [Google play](#)

- Worked to evangelize UX with the POs / Stakeholders, generating 2 workshops and 2 UX reports to discover and define betting games.
- Drove 3 user testing and validation completed throughout design cycles are written up in a consumable way using templates provided, downloaded, and analyzed outputs with clear recommendations for updates and changes.
- Collaborated with the design, to CX, and testing cycles, ensuring that groups of stakeholders and the UX team are kept informed about estimations, changes, and updates.
- Daily working remotely with Gibraltar teams.

### HARD SKILLS

- Product development and strategy
- Personas + User Journeys
- Wireframes + prototypes
- User testing
- UX Research
- Competitive analysis
- UX workshops
- DSM + UI design web & app
- Agile / Scrum methodologies
- UCD / Design Thinking
- HTML5 + CSS3
- Interaction Design

### SOFT SKILLS

- Problem-solving
- Self-starter
- Motivated and optimistic
- Fast learner
- Good communicator
- Emphatic
- Dedicated
- Leader
- Mentor
- Diplomatic
- Attention to detail
- Strategist
- Personality link: [\(ENFJ-A\)](#)

### EDUCATION

- UX Alliance International:  
3 UX PM Certification



- UX Specialist: Advanced research



- Norman Nielsen:  
Certifications: UX Lead and UX facilitator



- Higher technician in computer application development

### MAIN TOOLS

- Figma
- Jira / Notion
- Mural / Miro
- Sketch

## PROFESSIONAL EXPERIENCE

### ● Senior UX/UI Designer

Atrapacredito - Madrid – October 2016 / December 2018 – [Web](#)

Fintech company that provides loans. My contribution was:

- Created personas, made benchmarks, wireframes and ran user testing, and facilitated the main bases for UI and integrated revisions with development.
- The company took more than 20.000 leads using promotional landing pages.

### ● Lead UX/UI

Actinver - Mexico City – July 2013 / May 2016 – [App Store](#)

The team started from scratch the bank's modernization, updating the back and frontend and the user experience.

- Started the project with Planet Media consultant and finished it as Actinver member.
- Spearheaded the UX/UI team. Ensured to create UX research, benchmarks, personas, users and stakeholder interviews, user journeys, and A/B testing.
- During the last phases with the development team, we delivered UI assets.
- As a UX/UI, we delivered one of the best electronic banking systems in Mexico.
- Up to 17.000 new users in the first year quarter after the redesign of the web and the app.

### ● Senior UI Designer

Viajes el Corte Inglés - Madrid / Mexico City – September 2011 / March 2013 – [Web](#)

One of the most relevant travel online agencies in Spain hired me to implement better online solutions and corporate pages.

- Led UI design team to improve the corporate website facilitated the adoption of responsive frameworks and implemented integrations with 3rd parties.

### ● Senior UI Designer

Surgenia - Córdoba – February 2008 / February 2011

It was a spanish foundation that supported IT innovation in Andalusia.

- Contributed to improving the online corporate website and also added more value to the brand thanks to new designs like all corporate guides, video production, email, and print advertisements.

### ● UI Designer

ThinkSmart - Madrid – January 2007 / October 2007

- Produced incentive campaigns with web, teaser pieces, or welcome packs and made all web UI.

### ● UI Designer

Emutation new media - Madrid – January 2006 / January 2007

- Created website user interfaces and some campaign banners for the company's clients.

### ● UI Designer

Ya.com - Madrid – October 2003 / January 2006

- Designed banners, websites, packaging, and designs for marketing or e-commerce area

## FREELANCE EXPERIENCE

### ● Lead Product Designer

2007 / 2022

I have been working on different freelance projects since 2007. These are the most recent ones where I worked remotely:

- Dec. to Feb. 2022 - HSBC as Senior UX Consultant, I improved the KYC user journey.
- Jul. 21 to Nov. 2021 - Accenture Senior UX/UI Consultant, I was contributing to an internal PM tool.
- Sep. 20 to Jun. 2021 - Minu.mx is the best salary on-demand startup based in Mexico, where I supported to the company to increase the number of users in 25% thanks to creating new products.
- Oct. to Nov. 2020 - GeneraGames - Videogames company where I ran the research.