Javier Rodríguez

Product designer

Business Administration Graduate, maker and passionate about product design in all its phases. Specially focused on understanding the user and offering an optimal solution to their needs with the least possible friction through solid user research.

SKILLS

Product Design
Strong design principles. Full design process. User-centered design. Accessibility.

User Research
Research study planning. Usability testing sessions, AB testing, and metrics gathering and analytics.

Product Management
Discovery, delivery and sprint planning. Agile, Lean, Scrum.

LANGUAGES

Spanish & Catalan
Native

English
Full professional proficiency

PERSONAL INTERESTS

Photography, video production, hardware hacking and restoration, DIY, community engagement & management

CONTACT

Personal Site & Portfolio
https://javier.design

Mail
hi@javier.design

WORK EXPERIENCE

Product designer
Freelance
May 2020 - Today

Worked as an independent product design consultant with a diverse range of clients, focusing on deeply understanding both their needs and their users. Delivered comprehensive, tailored solutions to optimize performance.

• **Client Relationship and Usability Focus**: Conducted comprehensive usability sessions to gather feedback, identifying user pain points to optimize product design for improved user experience and business growth.

• **Tailored Solutions**: Utilized insights from client interactions and usability testing to develop features specific to industry needs, including e-learning and agricultural management software.

• **Performance-Driven Design**: Guided by usability studies and client feedback, I ensured the delivery of timely product solutions from initial sketches to high-fidelity designs, significantly driving client business success.

• **Visual Asset Development**: Designed visual identities and crafted icon sets, boosting brand visibility and engagement.

Product designer
Geoblink
Jun 2017 — Feb 2020

Owned product design in a fast-paced startup focused on Business and Location Intelligence, maintaining client communication and prioritizing stakeholder relationships and performance.

• **High-Profile Client Engagement**: Conducted usability sessions with clients like Danone, IKEA, and KFC, identifying product enhancements and new feature opportunities.

• **Collaborative Product Improvement**: Analyzed metrics and feedback with the Product department, successfully implementing product improvements and new functionalities.

• **Feature Development and Communication**: Led prototyping and ensured alignment with business goals through effective communication with the Technical department.

• **Design System Initiative**: Developed a foundational Design System for the platform, enhancing user experience and design efficiency, now open-source.

EDUCATION

Google UX Design Professional Certificate
Google
February 2022 - June 2022

Web Development
Codecademy
2021 - Today

BSc in Business Administration
Universidad Politécnica de Valencia / Coventry University
2011-2015

SELF-PUBLISHED APPS / GAMES

Caff 2.0
Social web app

Hop Raider
Vertical mobile platformer

Caff 1.0
Social mobile app

Blimp Journey
Mobile infinite runner

Front.me
News mobile & web app

River Bunch
Simple mobile arcade