



## Pedro Figueras Cabaleiro

Product Designer  
UX/UI Design Strategist

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Portfolio

www.pedrofigueras.com

### Perfil profesional

I am a **UX/UI Design Strategist and Product Designer with over 20 years of experience** creating digital products that combine strategic vision, user experience, and business objectives.

I **define user-centered design strategies aligned with product vision, facilitating collaboration between business, product, and development teams**, and turning complex problems into clear and scalable solutions.

I have led teams, **built reusable Design Systems, contributed to MVP definition**, and aligned **design work with product roadmaps, KPIs, and OKRs**. I'm comfortable working from the early discovery phase, leading definition workshops, and prioritizing features based on user and business value.

I **see design as a tool to simplify, connect, and create impact, blending strategic thinking, product mindset, and solid UX/UI execution**.

### Connecting research, business and UX/UI

I translate **research insights** into UX/UI solutions that address business priorities. I analyze qualitative and quantitative data, identify **user behavior patterns and real needs**, and turn them into **user flows, wireframes, prototypes, and high-fidelity interfaces**.

I work closely with **Product Owners and stakeholders** to ensure every design decision aligns with key **KPIs and OKRs**, such as **conversion, retention, engagement, or user satisfaction (NPS)**.

My goal is to create designs that are not only usable and visually appealing but also deliver real business impact.

### TECHNICAL SKILLS

- + UX/UI design strategy aligned with business goals
- + Product discovery and problem definition
- + MVP definition and product roadmap planning
- + Research and insights analysis (qualitative and quantitative)
- + User story mapping and feature prioritization
- + Experimentation and hypothesis validation
- + KPI and OKR definition (UX and product-related)
- + Workshop facilitation (ideation, discovery, design sprints)
- + Scalable Design Systems
- + Interactive wireframes and prototypes
- + Information architecture
- + Responsive and accessible visual design (WCAG)
- + Functional documentation and style guides
- + Tools: Figma, Sketch, Adobe XD, Penpot, Illustrator, Photoshop

### SOFT SKILLS

- + Strategic thinking and goal-oriented mindset
- + Product thinking and holistic product vision
- + Design and product team leadership
- + Effective communication with business stakeholders
- + Discovery facilitation and feature prioritization
- + Time management, backlog, and release planning
- + Continuous improvement and constant learning
- + Empathy and collaborative approach
- + Synthesis, storytelling, and product communication

### LANGUAGES

- + Spanish: Native
- + English: B1+  
(Constantly evolving, with a strong grasp of technical and visual English).



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## PROFESSIONAL EXPERIENCE

### Aitire Cloud (Cloud Solutions)

2021-2024 / Full-time employee

- + Defined the UX strategy for cloud platforms and service automation.
- + Built a Design System with over 300 components, improving visual consistency and reducing development time by 30%.
- + Worked directly with CTOs and development teams to ensure proper implementation.
- + Participated in feature prioritization from a UX perspective.

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### Bionix Supply Chain Technologies (RFID Solutions)

2020-2021 / Freelance

- + Led end-to-end projects, from business strategy, research, and product definition to design and final delivery.
- + Managed multidisciplinary teams, balancing business goals, technical feasibility, and user experience, ensuring effective and sustainable solutions.
- + Conducted discovery research with users and stakeholders to identify real needs and improvement opportunities.
- + Facilitated definition, ideation, and feature prioritization workshops with clients and internal teams.
- + Designed digital solutions for web platforms, mobile apps, internal tools, dashboards, and device control systems, adapted to various usage contexts.
- + Created custom Design Systems and style guides for each project, ensuring consistency, scalability, and speed in development.
- + Participated in defining product KPIs, measuring the impact of proposed solutions.
- + Fostered a result-oriented design culture, combining strategic thinking and solid execution.

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### OPSOU (UX/UI Design + Development Agency)

2008-2019 / Co Founder

- + Led projects from business strategy and research to product definition and design delivery.
  - + Directed multidisciplinary teams, aligning business, technical, and user experience goals.
  - + Conducted user research, stakeholder interviews, and discovery workshops to uncover real needs and define opportunities.
  - + Facilitated product definition workshops, feature prioritization, and design sprints.
  - + Designed solutions for web platforms, mobile apps, internal tools, dashboards, and connected device interfaces, adapting to diverse usage scenarios.
  - + Developed custom Design Systems and style guides, ensuring consistency, scalability, and efficiency.
  - + Defined and tracked product KPIs, measuring the real impact of design decisions.
  - + Promoted a strategic design mindset, combining business vision and user-centric execution.
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