



Pedro Figueras

Product Designer
UX/UI Design Strategist

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Behance

www.behance.net/pedrofigueras

Portfolio

www.pedrofigueras.com

Professional profile

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've created scalable, **token-based Design Systems in Figma**, working closely with developers and aligning design decisions with product roadmaps, KPIs, and OKRs, improving product scalability and delivery efficiency through integration with development pipelines.

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
- + Design Systems management (multi-brand, multi-platform)
- + Design tokens (color, typography, spacing, radius)
- + Figma libraries and component architecture
- + Documentation for developers (handoff, specs, token sync)
- + Collaboration with front-end teams (React, Web Components, CSS variables)

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 and maintained a Design System with over 300 components and token-based variables (colors, spacing, typography), improving visual consistency and reducing development time by 30%.
- + Collaborated closely with CTOs and front-end teams to integrate design tokens into code and ensure accurate implementation across platforms.
- + Defined component hierarchy, naming conventions, and documentation to standardize the design-to-development workflow.
- + Participated in feature prioritization from a UX perspective.

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 modular design systems and token-based style guides tailored to each project, ensuring consistency, scalability, and faster development handoff.
- + Participated in defining product KPIs, measuring the impact of proposed solutions.
- + Fostered a result-oriented design culture, combining strategic thinking and solid execution.

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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