

# Pedro Iniesta Escribano



## UX Product Designer & Researcher, MBA

- Senior UX/Product Designer with +9 years launching and scaling B2C and B2B SaaS products across private and public sectors.
- I've led 38+ end-to-end projects spanning web, mobile apps, and product platforms/ecosystems, aligning user needs and business goals and ensuring delivery. MBA-backed product thinking, strong discovery-to-delivery craft, and dependable execution with cross-functional teams.

## Experience

### Independent Consultant, Freelance UX/Product Designer & Researcher

June 2016 - Present (Remote & Hybrid, EU)

Own end-to-end product design for startups, enterprises, and public institutions, shipping MVPs and scaling journeys across diverse industries, establishing project-level design systems, analytics-led iteration, and partnering closely with developers on integrations and delivery.

### Lead UX Designer (Contractor), Softtek & TUI Group

February 2022 - November 2023 (Remote, EU)

Led cross-functional UX to unify B2C/B2B experiences and launch an operations platform, streamlining critical workflows, establishing a lightweight design system, and driving data-informed iteration across markets, partnering closely with developers on integrations and delivery.

### UX Design Consultant (Contractor), Cloud District

October 2020 - December 2021 (Madrid)

Drove discovery, UX/UI, and testing for digital-transformation programs across multiple industries, clarifying value propositions, simplifying onboarding, and optimizing funnels with PM/Engineering partners, partnering closely with developers on integrations and delivery.

### UX/UI Designer (Contractor), Machiina

June 2016 - October 2017 (Madrid)

Redesigned a large-scale e-commerce experience using research and experimentation to strengthen navigation, search, and checkout while aligning design and engineering via reusable patterns, partnering closely with developers on integrations and delivery.

### Web Designer & Developer (Part-time), Freelance

September 2014 - April 2016

Digital Graphic Design & Code, mostly on HTML, side job while studying at college.

## Education

- Master of Business Administration (MBA)**, Escuela de Organización Industrial (EOI)
- Bachelor in Graphic Design**, IED Madrid
- Software Development Diploma**, IES Mare Nostrum

## Key Achievements

- TUI (B2C/B2B + Ops platform)**: 20% faster handling, 10% fewer escalations, task success up to 92%. Lightweight design system adopted by 2 squads in 6 weeks.
- Enterprise e-commerce**: Checkout up 12%, search CTR up 20%, abandonment down 15% after research-driven iteration and reusable patterns.
- MVP delivery**: First release in ~6 weeks; first learnings in ≤3 weeks; 5–7 moderated tests per iteration.
- Public sector**: WCAG 2.1 / EN 301 549 and GDPR-by-design; bilingual UX; procurement-ready docs.

## Portfolio

- [pedroiniesta.net/portfolio](https://pedroiniesta.net/portfolio)

## Contact

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- [linkedin.com/in/pedroiniestaescribano](https://linkedin.com/in/pedroiniestaescribano)

### Location

- Madrid, Spain

## Skills & Tools

### Product & UX

Discovery, problem framing, user research (interviews, usability testing), information architecture, interaction design, prototyping (low–high fidelity), accessibility, internationalization (i18n), localization (l10n), usability evaluation, metrics-driven iteration, roadmapping, delivery planning

### Design Systems

Figma component libraries, tokens, pattern documentation, contribution, governance at project level

### Collaboration & Process

Cross-functional leadership (PM, Eng, Ops), agile, lean, stakeholder workshops, developer collaboration, design-to-dev handoff

### Public Sector & Compliance

WCAG, EN 301 549, multilingual UX, GDPR-by-design, procurement-ready docs

### Analytics & Research Tools

Amplitude, Hotjar, FullStory, surveys, testing tools

- Design & Handoff**: Figma, FigJam, Sketch, Miro, Jira

### Technical

HTML, CSS, JavaScript, React, Git, Angular, REST, CMS, Supabase, SQL

### AI & Emerging Tech

AI/LLM UX, prototyping with ChatGPT, Claude, Gemini, automation with n8n, GitHub Copilot, Cursor, Figma MCP