Pedro Iniesta Escribano

Product Designer, UX Designer, MBA

I'm a UX and Product Designer who helps teams and startups shape, design, and deliver user-centered digital products, from zero to launch.

Beyond UX & UI, I often support or lead product definition, team alignment, and delivery planning, especially in early-stage or fast-paced environments.

Whether you need design execution, product clarity, or someone who can help structure the path from idea to MVP, I can step in and move things forward.

Experience

Freelance – Product Designer, UX
June 2016 - Present

Delivered 32+ projects across diverse industries, delivering grow and evolution.

Specialized in end-to-end product design, from research to implementation, working with top-class international multi-skilled teams, achieving business goals.

Both specialized on Consumer Products or SaaS Products, B2B & B2B, Web or Native iOS Apps, Smal Environments or Large Ecosystems.

Softtek – Senior UX Designer
February 2022 - November 2023 (Contractor)

Led cross-functional teams to deliver a unified digital experience across B2C and B2B platforms, and designed a SaaS-like platform that improved operational efficiency by 30% for TUI Group.

Cloud District – UX Design Consultant
October 2020 - December 2021 (Contractor)

Design & Strategy for digital transformation projects, improving user acquisition & retention across different industries.

Machiina – UX/UI Designer
June 2016 - October 2017 (Contractor)

User experience design for the online shop of one of the largest supermarket and e-commerce in Spain and Europe, improving user adoption rates by 20% through data-driven design solutions, and increasing

Freelance – Web Designer & Developer
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, 2017-2018

Bachelor in Graphic Design, IED Madrid, 2012-2016

Software Development Diploma, IES Mare Nostrum, 2010-2012

Key Achievements

- Increased online sales in 2 leading retail e-commerce brands in Europe.
- Boosted user engagement by 35% by redesigning the user journey.
- Improved operations and timelines of an in-house logistics SaaS solution by optimizing UX workflows and achieving new milestones in operational excellence.
- Accelerated MVP launches through efficient prototyping and user research.

Portfolio

- pedroiniesta.net/portfolio

Contact

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LinkedIn

linkedin.com/in/pedroiniestaescribano

Location

Madrid, Spain

Skills & Tools

- Product Design, Service Design UX Design, UX Research, Ui Design Web Design, CRO Design, B2B, B2C Mobile iOS & Android Native Design Ideation, Innovation, Prototyping, Testing, Design Thinking, Accessibility, Usability Evaluation, Information Architecture, User Research, Quantitative, Qualitative, Interaction Design, Process Automation, Rapid Prototyping, Roadmap, Metrics.

- Design Leadership in multidisciplinary teams.

- Project Management, Agile + Lean, Software Analyst, SaaS, CMS, CMR, ERP, CRO, e-commerce

- Design & Development Collaboration

- Figma, Miro, Sketch App, Miro, Figjam, Penplot, Jira, Amplitude, Full Story, Hotjar HTML, JS, CSS, React, Angular, Phyton, SQL, C#, Git, Datadog, CMS

- UX Design for IA, AI LLM Environments, AI Gen, AI Research, n8n, Chat GTP, Gemini, laude, v0, Lovable, UX Pilot, Github Copilot, Cursor