Raquel González Díaz

Product Designer

A designer who blends human-centered thinking, aesthetics, and data to improve business ideas

raquelglezdiaz00@gmail.com | (+34) 625 16 03 87 | raquelgondi.com | Linkedin

EXPERIENCE

GlobalSuite Solutions

UX UI Designer | 2023 - Present

- Redesign of GRC software, introducing new product sections through user-centered design with Figma and Axure.
- Maintained a design system to ensure visual and functional consistency using atomic design principles.
- Conducted usability testing and **analytics-based evaluations** (Google Analytics, Hotjar) to optimize user journeys and improve conversion rates.
- Led *insight-sharing sessions* within the company, presenting new product functionalities and aligning design improvements with business and technical teams.
- Partnered with development international teams in an Agile environment (Jira, Miro) to deliver iterative improvements.

Artificial Gains

Product Designer | Independent | April 2024 - Present

- Designed the UX for a financial market analytics and statistical arbitrage startup, creating a scalable design system to reduce market entry barriers and enhance user acquisition.
- Developed stock automation workflows that reduced manual workload for traders.
- Collaborated in building product pages with React, Next.js, and Tailwind CSS, ensuring seamless integration of design and front-end.
- Defined business goals, user needs, and implementation timelines in collaboration with stakeholders.

Reingeniando

UX UI Design Intern | January - July 2023

- Conducted UX research, strategy, and design proposals for e-commerce clients.
- Collaborated with clients directly, presenting design concepts and translating strategies into implemented solutions.

Winye Cosmetics

Marketing Intern | June - August 2021

- Led digital strategy and content creation using Adobe Illustrator.
- Performed data analysis to guide targeted marketing campaigns.

EDUCATION

UNIR University

Master's Degree in User Experience (UX/UI) - 2023/24

University Rey Juan Carlos, Madrid

Bachelor's Degree in Marketing (English)

CORE SKILLS & STRENGTHS

Languages: English (Fluent), Spanish (Fluent)

Design & Tools: Figma (expert), Axure, Adobe XD, Jira, Miro, Lovable, Stitch...

Development Collaboration: React, Next.js, Tailwind CSS - ensuring seamless design-to-development integration

Consulting-oriented mindset: translating complex business requirements into clear UX/UI solutions.

Skilled in Agile collaboration, ensuring cross-functional alignment and timely delivery.

UX, UI, Product Design, Design System, Wireframes, Prototyping, Low-Fidelity, High-Fidelity, Journey Mapping, User Flows, Personas, Usability Testing, Design Thinking, Agile, Scrum, Kanban, Stakeholde Communication, Cross-Functional Collaboration, Interaction Design, Visual Design, Information Architecture, User Research, A/B Testing, Data-Driven Design, Goog Analytics, Hotjar, Heatmaps, Metrics, Accessibility, WCAG, Responsive Design, Figma, Axure, Sketch, Adobe XD, Adobe Illustratin Invision, Framer, After Effects,

Sketch, Adobe XD, Adobe Illus InVision, Framer, After Effects, Motion Design, Microinteractio Material Design, Tailwind CSS, React, Next.js, CSS, HTML, Component Libraries, Atomic Design, UX Strategy, Human-Centered Design, Digital Transformation, SaaS, Fintech, Complex Platforms, User-Cent Design, Design Validation, Prot Iteration, DesignOps, MVP Des

Complex Platforms, User-Center Design, Design Validation, Protocologies, MVP DesignOps, MVP Design Leadership, User Empair Problem Solving, Market Analysts Conversion Optimization, CRO, Customer Journey, Behavioral Analytics, Experience Optimization Prototyping, Rapid Prototyping, Stakeholder Engagement Insight Sessions

Engagement, Insight Sessions, Workshop Facilitation, Internation Collaboration, Multidisciplinary Teams, UX Writing, Content Strategy, Branding, Iconography Typography, Visual Hierarchy, Information Design, Business

Alignment, Innovation, Research, terative Design, Design Executio Product Roadmap, Agile UX, Product Optimization, Change Management, Communication Skollaboration, Multicultural Team

Collaboration, Multicultural Team End-to-End Design, Solution-Oriented. Digital Experience.