

# Jose Romero

## Senior Product Designer

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Senior product designer with 12 years of experience across enterprise digital products, conversion rate optimisation (CRO), behavioural economics, and design operations. Currently embedded full-time within IKEA's New Business Platform team. Specialised in design that works inside complexity: multi-market products, legally constrained testing, process architecture, and AI-assisted workflow design. Bilingual (Spanish native, English C1).

## EXPERIENCE

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### Senior Product Designer (Implant) — Garaje de Ideas / Groupe EDG

2025 — Present · Embedded at IKEA New Business Platform · Spain

- IKEA Home Services: peer-to-peer home improvement services marketplace. 500,000+ downloads, 21,000 service requests, 4.9/5 satisfaction; live in seven Spanish cities.
- IKEA Second-hand Marketplace: peer-to-peer resale of IKEA products, live in five European countries and scaling across Europe.
- IKEA Ways of Working System: cross-tool design operations framework spanning Figma, Jira, Confluence, and Phrase — a five-phase content workflow with explicit ownership handoffs and verifiable localisation QA.
- AI Workflow Design Framework: multi-agent process architecture for AI-augmented product design — three-tier agent hierarchy, human checkpoint gates, Shape Up facilitation. Shared through an active AI literacy programme for senior designers.

### Senior UX/CRO Designer — Flat 101

2022 — 2025 · 4–8 concurrent enterprise accounts · Spain

- Santander Nordics: lead UX/CRO designer for multi-market, legally constrained A/B testing across Denmark, Sweden, Finland, and Norway.
- Meliá Hotels International: three-year zero-to-one campaign management platform, live across all Meliá markets globally.
- Mapfre: AFIN self-service financial app (investments, savings, pensions) and international digital expansion — Verti redesign (Italy, Germany, Spain) and Latin America directory.
- IQOS Club Spain: project lead for ongoing CRO of the Philip Morris loyalty portal using behavioural economics frameworks.
- XTI Store: full e-commerce redesign of a national fashion retailer within Magento constraints.
- Results elsewhere: Mutua Madrileña +41% qualified leads; AXA Spain +18% insurance contracts. Additional accounts: Bankinter, Subaru Spain, Affinity Petcare.

### Co-founder & Design Lead — Factor Común

2016 — 2021 · Havana, Cuba

- Co-founded and led a registered design and communications studio: 120+ projects across brand identity, editorial, digital interfaces, audiovisual production, and campaigns for institutional clients.
- Owned client relationships, project planning, supplier coordination, and new business under significant resource constraints.

### UI Design Professor — ISDi / Universidad de La Habana

2018 — 2021 · Havana, Cuba / Remote

- Taught UI design affiliated with the University of Havana — developing curriculum, facilitating studio sessions, and building shared understanding of complex concepts across mixed-ability cohorts.

## KEY CAPABILITIES

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Product design · UX research · Information architecture · CRO strategy · A/B testing (Optimizely, AB Tasty, VWO, ContentSquare, Hotjar) · Behavioural economics applied to design · Design systems · Design operations · AI-assisted workflow design · Process architecture · Shape Up facilitation · Enterprise stakeholder management · Multi-market localisation · Bilingual design documentation (EN/ES)

## EDUCATION

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Five-year degree in Visual Communication Design — Havana, Cuba.

## LANGUAGES

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Spanish (native) · English (C1, professional working proficiency)

Full case studies: [joseromerodesign.com/work](https://joseromerodesign.com/work) · References available on request