

Miguel Angel Rodriguez Garcia

Senior Staff UX Designer

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LANGUAGES

Spanish native

English fluent

French (B1)

ABOUT ME

I am passionate about user experience, digital products, new trends and technology. I'm a **full time remote UX designer with a background in Front-end engineering and computer science**. This combination of skills has enabled me to translate user and business requirements into real digital products.

In recent years, I've focused more on UX strategy and leadership. I consider myself a motivated person and a team player. I value knowledge exchange, mentoring, and learning from the people I work with.

WORK EXPERIENCE

Senior Staff UX Designer - Adevinta www.adevinta.com

July 2017 – Present (Barcelona, remote – SPAIN)

- **[2023 - Present]** Senior Staff UX Designer
- **[2019 - 2022]** UX Design Lead
- **[2017 - 2018]** Senior UX Designer

Since 2019 my focus has been Messaging, a chat+notifications+email platform that delivers more than 15+ million messages to more than 3+ million active users daily.

My journey, via several promotions in the company, from a product designer to a more senior UXer focused on leadership and UX strategy has been a constant learning path that shifted my approach from an individual contributor to mentor.

- **User-centered design:** ~~Focused on~~ Obsessed over bringing user-centered design to my domain, products and services.
 - **Design thinking:** Feedback loops are key to my approach when designing new product features. From problem to solution I ensure that every feature released on production has been well defined, tested and validated.
 - **Experimentation:** Via A/B testing, smoke tests, surveys...I often led my team to define and execute experiments. The results empowered us with insight to validate assumptions before, while and after releasing into production (some examples: transactional flows, marketing campaigns, fraud fighting features...).
 - **UX research:** I continuously gathered qualitative and quantitative data to be able to ideate robust solutions. I have often collaborated with researchers to define testing plans and contribute to research reports. That led to definition and development of successful new features / iterations for several products (scheduled delivery of messages, block and report users...). Even though it is not my speciality I have led some research initiatives myself from scripting, user interview, reporting.

- **Mobile apps and desktop design:** I designed a cross-platform consistent experience for the users to connect and transact anywhere seamlessly. Analysis of the most common device used in each scenario has been key to defining the optimal user experience for every feature.
 - **Data visualisation:** Many of the products I've launched through the years have been related to data visualisation. From more internal-use dashboards to monitor and reporting tooling for sales departments, I've always ensured that interfaces were usable and understandable for the users.
- **Product roadmap:** From classic roadmaps to OKRs, my contribution has been defining key items to support discovery and delivery tracks. Definition of metrics to measure the success and impact aligning user needs, business requirements and company goals.
 - **Stakeholder management:** Some of the company's most popular sites are Leboncoin (France), Subito (Italy), Willhaben (Austria), Milanuncios, Fotocasa or Coches.net (Spain). I've always worked very closely with my PM/UX colleagues in the local markets transforming their local needs into global solutions that other markets in the company could benefit from.
 - **UX strategy:** Part of my lead role is to design a ux strategy that aligns with the vision / mission of the domain and the company by coordinating projects and resources.
 - **Product requirements:** From contribution to solo definition, I constantly create product requirements docs by gathering insight based on ux research and qualitative / quantitative data.
 - **Cross-functional:** partnership with product, engineering and data colleagues to ensure that the user point of view is always included in the team discoveries and deliverables.
- **UX Leadership:** One of the things I love the most about my job is about sharing my experience and expertise with other UX colleagues. I've supported the growth of some of my teammates in design and research and I feel very proud to see them thriving at their roles nowadays.
 - **UX coaching and mentorship:** for junior UXers within my team and beyond
 - **Workshop organisation and facilitation:** with market stakeholders, PMs and UXers. From brainstorming, to definition of a mission / vision for my domain (communication). I have organised and hosted many sessions to gather ideas that are later on transformed into news product discovery/delivery tracks.

PREVIOUS WORK EXPERIENCE

For the sake of maintaining a more readable CV I just listed my previous work experience with my work title, the name of the company, the period of that role and the location. If you want more detail, please visit my profile on linkedin www.linkedin.com/in/marodriguezgarcia. Additionally you can visit [portfolio 2025](#)

Senior UX/UI designer

Schibsted Media Group www.schibsted.com

April 2016 – July 2017 (London – UK)

UX/UI designer & Senior Interface Developer

Lightsource renewable energy Ltd www.lightsourcebp.com

January 2015 – February 2016 (London – UK)

UX/UI designer & Senior Interface Developer

Yecco (project was discontinued)

March 2014 – November 2014 (London – UK)

Senior Front-end engineer

Karmarama (purchased by Accenture, more info [here](#))

April 2012 – March 2014 (London – UK)

Senior Front-end engineer & UX/UI designer

BodogNation (Bodog)

Oct 2011 – April 2012 (London – UK)

Front-end engineer & UX/UI designer

Riplife Gaming Technologies (Bodog)

June 2009 – November 2011 (Málaga – SPAIN)

Junior Front-end engineer

Universidad de Málaga - Novasoft (www.uma.es)

October 2007 – June 2009 (Málaga – SPAIN)

EDUCATION & SKILLS

#UXLeadership #UXResearch #UserCenteredDesign #DataDrivenDesign
#DesignThinking #DataVisualisation #Prototyping #Experimentation
#VisualIdentity #CrossFunctional #Mentorship #CrossDevice

Technical Computer Science Engineer

(focused on Computer Systems) Degree in 2006 – University of Malaga

Additional training

- Data-Driven Design: Quantitative Research for UX (www.interaction-design.org 2024)
- UX Design for virtual reality (www.interaction-design.org 2024)
- AI for designers (www.interaction-design.org 2024)
- Design for a Better World with Don Norman (www.interaction-design.org 2024)
- Design for the 21st Century with Don Norman (www.interaction-design.org 2024)
- Agile methodologies - Agile Academy (www.adevinta.com 2023)
- Management 3.0 Foundation Workshop (www.management30.com 2022)
- Gestalt Psychology and Web Design: The Ultimate Guide! (www.interaction-design.org 2021)
- Product Discovery Methodologies Academy (www.adevinta.com 2021)
- "Shaping-up-with-angular-js" ([Code School](http://CodeSchool) 2015 - Online)
- W3C Certification (Mobile Web: Best practices) (www.w3devcampus.com/ 2014 - Online)
- World Wide Web Lyon (W3C Consortium) - Web standards workshops (2012 Lyon, France)
- Microsoft Web Camps Belgium Hands-on HTML5 and Web Apps (2011 Brussels, Belgium)
- Apps World – Multi-platform apps, Workshops and Exhibition (2011 London, UK)
- "CSS3 and HTML5" (www.ddtel.info and Spanish Government 2011 - Online)
- "JavaScript Programming for the Web" (<https://www.sitepoint.com/>, 2011 - Online)
- "How to do business on the Internet" (IMFE Malaga 2008 - Online)
- "Digital Signature and Internet Security" Online (IMFE Malaga 2008 - Online)
- "Web Accessibility and Efficient Web Design" (Murcia University - Spain 2007 - Online)
- "Web Development and Web Design" (Forman 2007 - Malaga, Spain)