

Fernando Giménez

Art Director & Product Designer

Madrid, Spain. Open to remote.

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Portfolio: fernandogimenez.com/brand (password: 2026)

Summary

Art Director and Product Designer with 15+ years of experience building brands and digital products. I define brand strategy, visual identity and art direction. At Civitatis I shaped the brand across every touchpoint, from web and apps to physical stores and print, and I run an independent brand practice alongside.

Experience

Principal Product Designer

Civitatis, September 2023 to Present

- Lead product design across the marketplace, including a multi-sided B2B ecosystem connecting suppliers, agencies and affiliates.
- Drive discovery and experimentation (A/B testing) with product, data and engineering, and evolve the design system that keeps the platform consistent at scale.
- Designed analytics and operational dashboards for supply performance, affiliate conversion tracking and exportable reporting.

Art Director & UX Lead

Civitatis, March 2016 to September 2023

- Defined the Civitatis visual identity and applied it across every customer touchpoint: web, apps, physical stores, print, stands, merchandising and marketing assets.
- Designed the company's digital products, including the website, mobile apps, the websites and apps for 60 destination guides, and the B2B and supply tools.
- Created and scaled the design system, and led UX strategy and structured experimentation connecting product, data and engineering.
- Managed and mentored designers across marketing and product, helping structure the growing team.

Art Director & Product Designer

Freelance, 2015 to Present

- Brand identity, art direction and web for independent clients, covering strategy, visual identity, packaging, editorial and motion.

Co-founder & Art Director

Nayf, 2012 to 2015

- Built and scaled a digital design studio working with multiple clients across web and product, leading strategy and delivery end to end.

Senior UX/UI Designer

Indra Sistemas, June 2011 to March 2016

- Designed enterprise digital platforms for Telefónica, BBVA and Endesa, working with multidisciplinary teams.

UX/UI Designer & Front-end Developer

Meridiad, March 2010 to June 2011

- Designed and developed digital products with HTML, CSS and Drupal, keeping design and implementation aligned.

Skills

Brand

Brand Identity, Art Direction, Brand Strategy, Visual Identity, Editorial Design, Motion Graphics, Illustration

Product and Systems

Product Design, UX/UI Design, Design Systems, Design Tokens, A/B Testing, Experimentation, Conversion Rate Optimization (CRO), Marketplace Design, Dashboard Design, Data Visualization

Collaboration

Cross-functional Collaboration, Stakeholder Management, Design Mentoring, Product Discovery

Tools

Figma, Adobe Creative Suite, Claude, Optimizely, Contentsquare, Google Analytics 4 (GA4), Gemini, OpenAI

Education

Fine Arts Degree, Universidad Complutense de Madrid

Higher Technician in Graphic Arts, IES Virgen de la Paloma

Training

Optimizely Web Experimentation, Contentsquare Experience Analytics