

Fernando Giménez.

Madrid. Remote

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Principal Product Designer (ex-Head of Design) | UX | Design Systems | Experimentation

Product designer with over 15 years of experience leading and building digital products. Hands-on professional with a background in leadership, specializing in scaling products through design systems, experimentation, and conversion optimization.

I have led the design team at Civitatis and currently contribute as a senior IC to the product's evolution, combining strategic vision with hands-on execution.

Experience.

Civitatis

March 2016 - Present

Principal Product Designer

- Contribute to high-impact strategic initiatives with product and engineering leadership
- Define and evolve the experience architecture across the full customer lifecycle
- Lead the design system strategy, ensuring consistency and scalability
- Providing strategic design direction and solving complex UX challenges across teams.
- Raise the quality bar across the team through mentoring and design critique
- Explore how AI can create real value in product experiences

Indra Sistemas

June 2011 - March 2016

Senior UX / UI designer

- Designed digital platforms for enterprise clients including Telefónica, BBVA & Endesa.
- Translated complex business requirements into scalable digital experiences.
- Improved usability and clarity across large-scale platforms, supporting adoption and user efficiency.

Nayf

2012-2015

Co-Founder

- Built and operated a digital design studio focused on branding, motion graphics and product design.
- Led client strategy and delivery, managing projects end-to-end from concept to production.
- Delivered scalable design solutions across brand, web and product, balancing creativity with business needs.

Meridiad

March 2010 - June 2011

UX/UI Designer & Front-end

- Designed and developed digital products using HTML, CSS and Drupal CMS.
- Worked across design and implementation, ensuring alignment between concept and delivery.

Education.

Fine Arts Degree. Universidad Complutense de Madrid.
HNC in Graphic Arts. IES La Paloma. Madrid.
High School in Arts. Art School La Palma. Madrid

Core skills

Product strategy · Design Systems · Experimentation · Marketplace design · Interaction design · Product discovery

Tools

Claude code · Optimizely (web experimentation) · ContentSquare · GA4 · Figma · Adobe.

Courses

Optimizely Web Exp · Experience Analytics Contentsquare · Experience Analytics Mobile Contentsquare · Make Design Systems People Want to Use with Dan Mall · Lettering with Martina Flor · Animated lettering with Memoma Estudio · Video creation in real time with Óscar Testón · HTML · CSS · After Effects · 3D Studio.