

Fernando Giménez

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Portfolio: <https://fernandogimenez.com>

Principal Product Designer (ex-Head) | Growth, Experimentation & Marketplace

Principal Product Designer with 15+ years of experience building and scaling marketplace products.

Specialized in experimentation, conversion optimization and design systems, with a strong track record driving product growth and improving business performance.

Currently operating as a senior IC, partnering with product, data and engineering to identify opportunities, run experiments and deliver measurable impact across the full customer lifecycle.

Experience

Civitatis

March 2016 – Present

Principal Product Designer

- Led end-to-end design of key product initiatives focused on improving conversion and revenue across the booking funnel
- Partnered with Product and Data to define experimentation roadmaps, running A/B tests to validate hypotheses and optimize performance (CRO)
- Identified growth opportunities across the customer journey, reducing friction and increasing user engagement
- Defined and scaled the Design System, enabling faster iteration and consistency across multiple teams
- Collaborated closely with engineering to deliver experiments quickly and reliably in a high-traffic marketplace
- Mentored designers and helped raise the overall product quality through critique and best practices

Senior UX/UI Designer

- Designed and optimized core marketplace experiences, improving usability and conversion
 - Translated business and operational needs into scalable product solutions
 - Worked cross-functionally to deliver end-to-end features in an agile environment
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Nayf

2012 – 2015

Co-founder & Product Designer

- Built and scaled a digital design studio working with multiple clients across web and product
 - Led product strategy and execution, delivering solutions aligned with business goals
 - Managed projects end-to-end, balancing user needs, business impact and delivery constraints
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Indra Sistemas

June 2011 – March 2016

Senior UX/UI Designer

- Designed enterprise digital platforms for clients such as Telefónica, BBVA and Endesa
 - Improved usability and efficiency across complex systems
 - Collaborated with multidisciplinary teams to deliver scalable solutions
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Meridiad

March 2010 – June 2011

UX/UI Designer & Front-end

- Designed and developed digital products using HTML, CSS and CMS (Drupal)
 - Ensured alignment between design and implementation
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Skills

Growth & Product

- Product Design
- Product Discovery
- Experimentation (A/B Testing)
- Conversion Rate Optimization (CRO)
- Marketplace Design

Systems

- Design Systems
- Design Tokens
- Scalable UI

Collaboration

- Cross-functional work (Product, Data, Engineering)
 - Stakeholder Management
 - Design Mentoring
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Tools

Claude · Figma · Optimizely · Contentsquare · GA4 · Gemini · OpenAI

Education

Fine Arts Degree — Universidad Complutense de Madrid

Additional Training

Optimizely Web Experimentation
Contentsquare Experience Analytics