

Diego Ramos Retamal

Senior Product Designer · Berlin, Germany

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SUMMARY

Senior Product Designer with over ten years of experience shaping data-informed, high-impact digital products. Focused on measurable business outcomes across conversion, retention, and engagement. Experienced in leading cross-functional teams, scaling design systems, and building experimentation frameworks that translate complex requirements into simple, high-performing experiences.

EXPERIENCE

Jun 2022 – Present
Berlin

Senior Product Designer · CLARK

- Led end-to-end product design across insurance verticals (P&C, Life, Property), focused on acquisition and retention.
- Ran data-informed experimentation and continuous A/B testing on onboarding and policy flows.
- Built and scaled a unified design system, with design engineering in code, used across cross-functional squads.
- Partnered with product, data, and marketing on contract-switching journeys.
- Prototyped and shipped UI in code with AI agents (Cursor, Claude Code), cutting the time from concept to testable product.

Jan 2021 – Jun 2022
Berlin

Lead Product Designer · Pets Deli

- Owned UX and conversion strategy for the D2C ecommerce experience, including funnel analytics and A/B testing.
- Delivered a full redesign of the Shopify purchase journey, raising checkout completion by +22% and repeat orders by +15%.
- Established structured A/B testing and funnel analytics reducing bounce rate by 12%.
- Managed a multidisciplinary team and implemented QA processes that cut iteration time by 30%.

Mar 2020 – Jan 2021
Berlin

Senior UX Designer · BEWATEC ConnectedCare GmbH

- Designed digital tools to streamline hospital workflows and patient onboarding.
- Launched a patient admission app used in over 80 hospitals, reducing manual processing time by 40%.
- Facilitated design workshops with clinicians to align data flow and usability standards.

May 2019 – Mar 2020
Madrid

Senior Product Designer (CRO, Garaje de Ideas) · Vodafone

- Led UX and CRO initiatives for Vodafone's new app ecosystem, improving user engagement by +20%.
- Conducted multi-day design sprints to prototype and validate new features.
- Built a design system adopted across six markets, accelerating delivery and consistency.
- Partnered with analytics teams to identify conversion bottlenecks, raising lead activation by +17%.

Feb 2019 – May 2019
Madrid

Senior UX Consultant · Opinno

- Delivered UX research and product design for IBEX 35 companies in finance and retail sectors.
- Defined service blueprints and prototypes achieving +10% CRO improvements in client projects.
- Presented strategic recommendations to senior stakeholders to guide product roadmaps.

Apr 2018 – Feb 2019
Madrid

CRO UX Lead · Vocento

- Defined UX processes and CRO strategy for one of Europe's largest media groups.
- Conducted live testing and analytics to inform platform redesigns reducing friction in subscription flows by 15%.
- Partnered with engineering and digital business teams to launch new monetization features.

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| Jul 2017 – Apr 2018
Madrid | UX Consultant and Product Designer · Néctar Health Insurance <ul style="list-style-type: none">– Collaborated with agile squads to design and launch digital health insurance products.– Improved data visualization tools reducing reporting time by 25%.– Led user testing sessions that guided UX improvements across customer touchpoints. |
| Mar 2017 – Jul 2017
Zaragoza | UX and Product Designer · adidas <ul style="list-style-type: none">– Prototyped and validated new CRM functionalities with research and development teams.– Introduced early usability testing processes that shortened delivery cycles by 20%. |
| Oct 2016 – Mar 2017
London | UX Designer · One Delivery <ul style="list-style-type: none">– Redesigned core web and mobile flows improving task completion rates by +18%.– Used Hotjar and user feedback loops to refine usability and reduce churn. |
| Oct 2012 – Nov 2016
London | Freelance UX Consultant · Condé Nast <ul style="list-style-type: none">– Delivered UX consulting for fashion and B2B platforms.– Conducted user research, wireframing, and prototyping contributing to +15% engagement improvement across digital publications. |
| Jan 2012 – Aug 2012
London | UI Design Intern · LEGO Group <ul style="list-style-type: none">– Supported UX and interface design projects for LEGO's digital team.– Contributed to prototyping and design QA for online experiences. |

EDUCATION

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| 2019 – 2020 | Master in Customer Experience and User Centered Innovation , IE Business School |
| 2015 – 2016 | Master in Web Design and Development , CICE Professional School |
| 2013 – 2015 | BA in Interaction Design , University of the Arts London |
| 2019 | Mastering Innovation and Design Thinking , Massachusetts Institute of Technology |
| 2018 | Gestalt Psychology and Web Design , Interaction Design Foundation |

SKILLS

Agentic Design, Design Engineering, Design Systems, Product Design, UX Strategy, Data-Informed Design, A/B Testing, Figma, Conversion Optimization, Experimentation, Agile Collaboration

LANGUAGES

English (bilingual) · Spanish (native) · German (limited working)