

# Fernando César Vega

## Senior Product Designer & Design Manager

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### PROFESSIONAL SUMMARY

Results-driven Senior Product Designer and Design Manager with 15+ years of experience leading end-to-end product design for web, iOS, and Android across fintech, e-commerce, and SaaS. Proven ability to build and mentor design teams, define UX strategy, and translate complex business requirements into intuitive, accessible product experiences. Skilled at driving alignment across Product, Engineering, and Business stakeholders in fast-paced Agile environments. Deep expertise in user research, design systems, and data-driven iteration — augmented by modern AI-powered workflows (Claude, MCP) to accelerate delivery and raise design quality at scale.

### PROFESSIONAL EXPERIENCE

#### Senior Product Designer

*Globant / Openbank USA*

June 2024 – Present | Madrid, Spain

- Spearheaded UX/UI strategy and execution for Openbank's US market launch, unifying mobile app and desktop into a single cohesive product experience serving millions of potential customers.
- Defined product design vision and led the creation of user journeys, sitemaps, information architecture, wireframes, and high-fidelity mockups from discovery through handoff.
- Partnered directly with C-level stakeholders, Product Managers, and Engineering leads to align design direction with business objectives and technical constraints.
- Established and enforced design quality standards and component governance within the existing design system, reducing inconsistencies across platforms.

#### UX/UI Consultant – Senior Product Designer (Contract)

*Capillary Technologies*

September 2023 – March 2024 | Remote

- Owned end-to-end UX design for new product features, from stakeholder discovery workshops through validated interactive prototypes ready for development.
- Designed and moderated user testing sessions, synthesizing findings into prioritized UX recommendations that directly shaped product roadmap decisions.
- Delivered high-fidelity mockups and developer-ready specs in Figma, reducing handoff friction and accelerating sprint delivery cycles.

#### Senior UX/UI Manager & Design Lead

*Tenerity*

March 2013 – June 2023 | Madrid, Spain (10 years)

- Built, led, and mentored a team of 3 product designers — setting quality standards, conducting design reviews, managing workloads, and supporting career growth.
- Defined and owned the UX strategy and product design roadmap across web, iOS, and Android, ensuring alignment with business KPIs and user needs.
- Architected and maintained a scalable design system and component library (Sketch/Figma), cutting design-to-dev handoff time and ensuring brand consistency at scale.
- Directed end-to-end mixed-methods user research programmes (usability testing, interviews, surveys, analytics) to continuously inform and validate design decisions.
- Facilitated executive stakeholder workshops to define product vision, prioritize features, and gain cross-functional buy-in on UX direction.
- Championed WCAG accessibility standards across all products, embedding compliance into the design process from ideation to QA.
- Managed Agile/Scrum delivery processes including sprint planning, design critiques, and developer handoff via Zeplin and Abstract.

## UX/UI Specialist & Digital Manager

*ClubRural*

April 2011 – February 2013 | Madrid, Spain

- Led a full website and brand redesign — owning user research, information architecture, UX design, and project management from brief to launch.
- Implemented SEO best practices and content strategy improvements, increasing organic visibility and user engagement.

## eCommerce UX & Graphic Designer

*Amazon*

February 2009 – March 2011 | Madrid, Spain

- Designed fashion category experiences within Amazon's native UX framework, driving improvements to product discoverability and conversion.
- Developed campaign branding guidelines and contributed to the global web design roadmap.

## Graphic & Web Designer — Andromedical | April 2007 – January 2009

- Redesigned the company website as a fully responsive solution; created branding guidelines and restructured information architecture.

## CORE COMPETENCIES

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**Leadership & Strategy:** Design Team Leadership, Design Management, UX Strategy, Product Roadmap Planning, Stakeholder Management, Executive Communication, Agile/Scrum, Design Ops

**Product & UX Design:** End-to-End Product Design, User Experience Design (UX), User Interface Design (UI), Information Architecture, Interaction Design, Responsive Design, Design Systems, Component Libraries

**Research & Validation:** User Research, Usability Testing, A/B Testing, Qualitative & Quantitative Research, Heuristic Evaluation, Data-Driven Design, Customer Journey Mapping

**Tools & Technology:** Figma, Sketch, Adobe XD, Zeplin, Abstract, Balsamiq, Proto.io, HTML, CSS, Accessibility (WCAG), AI Workflows (Claude, MCP), Android Studio, Xcode

## ADDITIONAL EXPERIENCE & LANGUAGES

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**Other roles:** Co-founder – Wlasses | Illustrator – Publico | UX/Design Professor – Universidad Complutense de Madrid (UCM)

**Languages:** Spanish (Native) | English (C1 Advanced)