

# Rafael González Martín

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## EXPERIENCE

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### Orange Bank

Oct 2020 – Present

Senior Product Designer & Design System Manager

Pozuelo de Alarcón, Spain

- Redesigned Orange Bank's design system in Figma along with the visual design lead. Created over 120 functional components with variants and 20 templates, which reduced prototyping and design times.
- Created and designed new components in the design system for 6 different designers in product squads.
- Led the redesign of the core features of the loan product (loan screen, early repayment, installment detail), increasing conversion rates and improving customers' understanding.
- Collaborated with the marketing team to produce visuals for the weekly posts on social networks.

### Sopra Steria

Nov 2018 – Oct 2020

UX Design Consultant for Orange Bank

Madrid, Spain

- Redesigned the login process of Orange Bank's mobile app, reducing errors by 30%.
- Reduced duplicate customer support tickets from 15% of the total to less than 1% by redesigning the help page.
- Conceptualized and designed the split expenses feature from scratch, a core aspect of the value proposition of Orange Bank.
- Led the design and conceptualization of new potential products for different Scrum teams.
- Facilitated workshops for the employee experience project of Sopra Steria's design department.

### Habitant

Sep 2017 – Nov 2018

UX Designer

Madrid, Spain

- Conducted projects for 8+ companies in industries such as e-commerce, non-profit, and energy.
- Performed heuristic evaluations, benchmarked competitors, defined information architectures and prepared other design documents for the clients.
- Prototyped websites and mobile apps both low and high fidelity (functional prototypes for user tests).
- Wrote functional specification documents and tracked quality control after web/app development.
- Helped coordinate design thinking workshops and conducted interviews and user tests.

## EDUCATION

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### MrMarcel School

Nov 2021

UX Writing Advanced

Remote

### Digital Innovation Center

Jun 2018

Postgraduate in Digital Product and Service Design

Madrid, Spain

### University of Salamanca

Jul 2017

Bachelor of Computer Science

Salamanca, Spain

## OTHER

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- **Skills:** product design, interaction design, user experience design, design thinking, wireframing, prototyping, visual design, information architecture.
- **Tools:** Figma, Sketch, Abstract, Invision, Principle, Zeplin, Axure RP, Overflow, Jira, Notion.
- **Languages:** Spanish (native), English (fluent), Portuguese (fluent).
- **Certifications:** Professional Scrum Master 1 (June 2018), TOEFL iBT - 112/120 (May 2017).
- **Awards:** Scholarship of Academic Excellence - University of Salamanca (June 2013).