



I'm a versatile designer and strategist, dedicated to crafting impactful solutions that blend creativity with commercial acumen. I thrive in dynamic environments, quickly adapting to new challenges while maintaining a focus on the bigger picture. My strategic and managerial expertise enables me to identify opportunities, solve complex problems, and deliver user-centric solutions that drive success across multiple disciplines.

**Experience** B2C, B2B, B2G, Hospitality, Travel, OTA, Design, Interior design, Real Estate, Advertising, Product, Management, Branding, Marketing, AI tech



### Curiosity

I ask thought-provoking questions, challenge assumptions, and fearlessly venture into uncharted territories.



### Creativity

I envision diverse possibilities and recognize that there are often multiple ways to look at a problem.



### Versatility

Flexibility is at my core, I try to adapt and respond to diverse contexts and evolving needs.

## Work Experience

### Head of Product **molda**, CR+ BCN

B2C | B2B | Design | Real Estate

jan 2024- present

- Led the complete product lifecycle for a design and real estate consultancy firm, successfully launching 2 service lines within six months and engaging over 100 potential clients, laying a strong foundation for market penetration.
- Developed and executed a product strategy that significantly boosted client inquiries, setting the foundation for strong customer retention through targeted market positioning and personalized client engagement strategies.
- Implemented agile methodologies and cutting-edge software, reducing the initial design phase to just 5 days—compared to the industry average of 2 weeks to a month—resulting in a 60% faster turnaround time and a 20% increase in client satisfaction due to quicker and more responsive service.
- Strategically partnered with external specialists for specific project needs, optimizing resource allocation and reducing overhead costs by 15%, while ensuring the highest quality of service and expertise across all areas of the business.

### Architect **estudio vilablanch**, BCN

B2C | Design | Interior Design | Real Estate

mar 2024- june 2024

- Supported the interior architecture renovation process by delivering technical drawings, presentations, and renders in half the typical timeframe.
- Contributed to project success by ensuring designs met client feedback and adherence to industry standards and regulatory compliance within the Spanish market.

### Head of Sales **Mycelium**, BCN

B2C | B2B | Hospitality | Travel | OTA

mar 2023- present

- Launched and managed a digital booking platform for digital nomads. Crafted product strategy, oversaw MVP launch, and optimized user acquisition through A/B testing and SEO, securing 10 rural co-living and retreat locations within the first 3 months.
- Contributed to market entry campaigns in Spain and the Netherlands, achieving a CTR of 1.21% in Spain (compared to a benchmark of 0.94%), with a CTA-CTR of 13.07% (benchmark 9%), and a LTR of 5.35% (benchmark 2.35%).
- Conducted targeted email campaigns and cold outreach, resulting in 80% positive response rate from hosts and successfully onboarding them onto the platform.
- Focused marketing efforts on the Spanish market, identifying a more mature consumer base with higher engagement potential, which led to 12% growth in platform activity.
- Developed a strategic approach to scaling the platform while managing resource constraints, setting the stage for future expansion post-funding.

### Interior Designer **estudioestudio**, BCN

B2C | Design | Interior Design | Real Estate

dec 2022- mar 2024

- Delivered 12 residential renovation projects, specializing in 3D modeling, rendering, and documentation, which enhanced project visualization and client engagement.
- Simplified workflows by setting up modeling templates and standardizing processes, resulting in faster project turnaround times and reducing the margin for errors.
- Facilitated 25% faster design iterations, leading to improved client satisfaction and quicker decision-making.

## Tools

### management + prototyping

Excel  
Google Ads  
Google Analytics  
Miro  
Monday.com  
Trello  
Notion  
Typeform  
Wordpress + Elementor  
Brevo  
Calendly  
Wix  
SquareSpace

### design

Adobe CC (Ps, Ai, Lr, Id)  
Autocad  
Autodesk Revit  
Canva  
Cinema 4D  
Cloud Render A-360  
Corona Render  
Enscape  
Figma  
Lumion  
Sketchup  
V-Ray

## Skills

### hard skills

Design and Prototyping  
3D modeling + Rendering  
Market Research + Analysis  
Agile Methodologies  
UX/UI Design  
Digital Marketing + SEO  
Regulatory + Zoning Analysis  
Investor Outreach  
Stakeholder Engagement  
Sales + Lead Generation

### soft skills

Communication  
Adaptability  
Problem-solving  
Aesthetic eye  
Attention to detail  
Strategic thinking  
Negotiation

## Business Designer **Rebel Roots+** Ainoa, BCN

B2C | B2B | AI tech | Marketing | Print Media oct 2022- jul 2023

- Identified, prioritized, and cultivated business opportunities through comprehensive qualitative and quantitative research, contributing to strategic decision-making.
- Formulated product vision and strategy for five potential startup ideas within a 6 month timeframe, securing funding for one of them.
- Executed end-to-end product development, including crafting product roadmaps, digital and physical MVP/prototyping, participating in sprints, and designing effective go-to-market strategies.
- Orchestrated impactful marketing and advertising campaigns, aligning with the investment plan. Presented compelling final pitches to potential investors, demonstrating a deep understanding of market dynamics and business viability.

## Project Manager HTDS, BCN

B2B | Design | Advertising | Product jan 2023- april 2023

- Articulated and planned company objectives, aligning them with market dynamics and business goals.
- Conducted comprehensive market research, providing valuable insights for informed decision-making and strategic planning.
- Managed multidisciplinary teams, promoting collaboration and synergy among diverse skill sets for optimal project outcomes.
- Proactively pitched ideas to clients, effectively conveying project vision and generating buy-in.

## UX/UI designer Amagats, BCN

B2C | Marketplace | Art oct 2022- dec 2022

- Designed a visually engaging webpage for an artists' collective marketplace, starting with detailed wireframes to build a strong user interface foundation.
- Conducted UX research and competitor analysis to inform design decisions and improve user experience.
- Collaborated on business objectives and content strategy, resulting in a 20% increase in brand visibility and customer acquisition.

## Design lead **Gensler**, SJ

B2B | Design | Interior Design | Real Estate dec 2020- aug 2022

- Led a design team of 7 professionals, ensuring alignment with stakeholder expectations and project goals, resulting in 98% client satisfaction on completed projects.
- Facilitated and ran effective meetings and reviews, implementing weekly sprints that improved team productivity by 20%.
- Personally oversaw the design and documentation of high-end interior commercial projects, maintaining a focus on consistency and quality.
- Delivered over 250 interior design projects within a year, enhancing the overall customer experience and contributing to a 30% increase in repeat business from major clients.
- Provided critical feedback that elevated team performance, leading to a 15% improvement in project turnaround time.

## Brand developer **anama**, SJ

B2C | Skincare products jul 2020- nov 2020

- Conceptualized and developed the identity, image, and personality for a personal care brand, including crafting a distinctive logo and packaging designs.
- Designed comprehensive social media content plans and conducted product photography sessions to maintain brand consistency and enhance online presence.

## Interior designer **Gensler**, SJ

B2B | Design | Interior Design | Real Estate nov 2019- mar 2020

- Successfully delivered 50 commercial interior design projects across 10+ countries in the Americas, demonstrating adaptability to diverse cultural and design contexts.
- Introduced innovative design concepts and options, enhancing client decision-making and achieving a 15% reduction in design revisions.
- Played a key role in onboarding and mentoring new team members, facilitating their integration into the team and contributing to a 10% improvement in overall team performance.

## Languages

English (bilingual)  
Spanish (native)

## Education

- 2022-2023** : Master's Degree in Advanced Design Management, Strategy and Entrepreneurship  
*ELISAVA Escuela Superior de Diseño e Ingeniería de Barcelona*
- 2014-2019** : Licentiate Degree in Architecture and Urbanism  
*Instituto Tecnológico de Costa Rica*
- 2000-2013** : Highschool Diploma  
*Country Day School*

## Certification

- 2022** Natural Building & Plasters Intensive  
*Rancho Mastatal Sustainability Education Center*
- 2021** Design Thinking  
*Global Innovation Management Institute*
- 2021** Real Estate Appraisal  
*CFIA course certification*
- 2020** Project Management  
*CFIA course certification*
- 2019** Advanced graphic exploration and representation workshop  
*Enigma Design Studio*
- 2018** Wood Structure Design for Architects  
*Instituto Tecnológico de Costa Rica*

## References

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