



I am a versatile senior designer and strategist with a strong track record of creating impactful solutions that seamlessly merge design innovation with business strategy. I excel in fast-paced environments, quickly adapting to emerging challenges while maintaining a strategic focus on long-term goals. With extensive experience in leading multidisciplinary teams and managing complex projects, I leverage my design expertise to identify opportunities, solve intricate problems, and deliver user-centric solutions that drive measurable success across various industries.

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- CoFounder **molda**, CR+ BCN

B2C | B2B | Design | Real Estate *jan 2024- present*

- Led the product lifecycle strategy for a design and real estate consultancy, launching two service lines within six months. Established market penetration and drove customer engagement through strategic analysis and a deep understanding of industry trends.
- Introduced agile processes that reduced design phases by 60%, ensuring faster market adaptability and higher client satisfaction.
- Collaborated with external specialists, optimizing resources and cutting operational costs by 15% while maintaining high-quality delivery.
- Spearheaded customer engagement initiatives, enhancing long-term client retention and establishing molda as a forward-thinking leader in the real estate market.

Architect **estudio vilablanch**, BCN

B2C | Design | Interior Design | Real Estate *mar 2024- june 2024*

- Led key elements of interior architecture renovations, from concept through to delivery, producing detailed technical drawings, client presentations, and high-fidelity renders in half the typical timeframe.
- Delivered successful projects by ensuring designs adhered to client feedback, Spanish market regulations, and industry standards, resulting in high client satisfaction and seamless project execution.

Head of Sales - Co-Founder **Mycelium**, BCN

B2C | B2B | Hospitality | Travel | OTA *mar 2023- present*

- Developed and executed sales strategies for a digital platform tailored for remote workers and digital nomads, optimizing user acquisition through cutting-edge marketing technologies and digital tools.
- Launched an MVP and led A/B testing efforts, driving platform growth and market entry in Spain and the Netherlands.
- Utilized SEO and analytics tools to optimize marketing performance, achieving a CTR above industry benchmarks.
- Negotiated and onboarded rural co-living locations, creating a robust network within the first three months and positioning the platform for strategic scaling post-funding.

Interior Designer **estudioestudio**, BCN

B2C | Design | Interior Design | Real Estate *dec 2022- mar 2024*

- Managed the design and execution of 12 residential renovation projects, providing high-level design development, 3D modeling, and rendering services to enhance project visualization and client interaction.

- Implemented streamlined workflows and standardized modeling templates, reducing project timelines by 25% and improving project accuracy and client satisfaction.

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

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

- Conducted in-depth market research to identify and prioritize business opportunities, leading to strategic decisions and the successful funding of a startup within six months.
- Led end-to-end product development, including roadmap creation, digital and physical MVP prototyping, sprint participation, and go-to-market strategies.
- Orchestrated high-impact marketing campaigns and presented to investors, demonstrating strong market insight and business acumen.

Project Manager **HTDS**, BCN

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

- Directed multidisciplinary teams in executing advertising and product design projects, aligning company goals with market trends and ensuring optimal project outcomes.
- Conducted comprehensive market research to inform strategic decision-making and enhance client offerings.

UX/UI designer **Amagats**, BCN

B2C | Marketplace | Art *oct 2022- dec 2022*

- Led the design and development of a visually engaging and user-friendly marketplace for an artist collective, creating wireframes, conducting UX research, and analyzing competitors to optimize user flow and experience.

Design lead **Gensler**, SJ

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

- Led a team of seven designers in the successful execution of over 250 commercial interior projects annually, ensuring client satisfaction and project quality through continuous team collaboration and rigorous design standards.
- Spearheaded weekly sprints to enhance team productivity by 20%, fostering an environment of innovation and efficiency.
- Delivered high-end interior commercial designs that significantly improved client retention and increased repeat business by 30%.

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

- Delivered over 50 commercial interior design projects across 10+ countries, successfully adapting to diverse cultural and design contexts.
- Played a pivotal role in reducing design revision cycles by 15%

through innovative design concepts and client collaboration.

- Mentored new team members, fostering integration and contributing to a 10% improvement in overall team performance.

Urban project intern TEC, SJ

B2G | Urbanism | Infrastructure

mar 2018- jul 2018

- Contributed to the design of a city boulevard by analyzing regulatory and zoning laws, aligning team objectives, facilitating stakeholder meetings, and initiating investor outreach to generate project interest.

Architecture intern studio saxe, SJ

B2C | Design | Architecture

apr 2017- jul 2017

- Created 3D models and drawings, and managed material budgets to optimize project costs.

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

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

more about me

I explore different design disciplines because...

I have found the value in my creative process. I have learned how to think strategically and dived into different challenges, and I'm curious about where this knowledge can take me.

At work I'm best at...

Ideating! I like to think of different solutions to a variety of problems. From the design of a product or space, to the optimization of a workflow, and the ideal rollout strategy for a product.

I like to work with people who...

are passionate about what they do and can inspire me to love what they love.

References

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