

# Sergio Romero

Senior Product Designer, Lecturer in UX Design

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I'm a designer with +10 years of experience in e-commerce, online services and digital-native brands. Today, I leverage human centered design to improve the UX and boost business metrics.

## Experience

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### Senior Product Designer

Holaluz

Nov 2021 - Current

Creation and optimization of applications to drive leads and sales for electricity and solar panels products:

- Definition of the product roadmap inside Product Trios (Product Manager, Engineering Manager, Product Designer).
- Continuous user research (interviews, usability testing, quantitative research) to gather actionable insights.
- Testing new features with A/B Testing and personalization.
- Development of user flows and Figma prototypes.
- Collaborating on the development of the Design System.

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### UX Lead

Daba Nespresso

Jan 2019 – Nov 2021

Optimization of Nespresso Spain Web and Apps User Experience:

- Responsible of finding areas of improvements with quantitative and qualitative research.
- Coordinating a team of 4 E-comm specialists in the ideation and delivery of UX improvements.
- Collaborating with agencies to develop local initiatives.
- Managing the A/B Testing and experimentation roadmap.
- Local customization of campaigns, content and new features.

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### E-Commerce Specialist

Daba Nespresso

Sep 2016 - Dec 2018

Responsible for the design of personalized campaigns and the development of local content projects:

- Defining and configuring user flows and personalization for different user segments.
- Priorization and implementation of UX improvements and A/B Tests.

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### UI/UX & Visual Designer

Artiq

Jul 2015 - Sep 2016

Design of advertising campaigns, corporate identity and web:

- Participation on the development of creative concepts.
- Execution of final arts in several formats, from large format prints to online assets (webs, emailings, banners...).
- Creation of wireframes and interactive prototypes.

**UI/UX Designer**  
Mediatic  
Jun 2011 - Oct 2014

Design and frontend development of Wordpress and custom-coded corporate and e-commerce sites for fashion, services, and athletes:

- Conception of user flows, wireframes and prototypes.
- Development and customisation of Wordpress themes with e-commerce features.
- Giving technical support and documentation to clients.

**Project Manager**  
Notify (antes Permission Lead)  
Jun 2011 - Oct 2014

Accountable for the production of user acquisition and email retargeting campaigns, from the creative and technical briefs to the final testing.

- Coordination of the design and development teams, located in France and Portugal respectively.
- Organization of integration tests.

## Experience as instructor

**UI/UX Design instructor & Co-Director**  
Online Master in UI/UX Design (English edition)  
LABASAD Barcelona School of Arts and Design  
May 2023 - Actualidad

Courses:

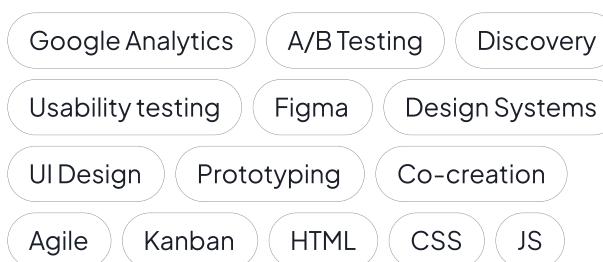
- What makes UI/UX necessary.
- Creating Design Systems.

**Instructor, UX Module**  
Marketing Intelligence Master  
INSA Barcelona  
2023 course

**Product Management Masterclass**  
Master in Digital Transformation  
Universitat Pompeu Fabra (Barcelona)  
2023 & 2024 editions

**Product Design Masterclass**  
Master in Experience Design  
BAU College of Arts and Design (Barcelona)  
2023 & 2024 editions

## Skills



## Education

**Graphic Design Diploma**  
BAU College of Arts and Design (Barcelona)  
Sep 2011 - Jun 2014

**Bachelor in Advertising and Public Relations**  
Universitat Autònoma de Barcelona  
Sep 2007 - Jun 2011

## Courses

**Google Analytics and CRO**  
MIDE360 by LIN3S  
May 2021

**UX Research Course**  
UXER School Barcelona  
Oct 2019 - Nov 2019

**Introduction to Javascript**  
Codeworks  
Jun 2019

## Languages

**Spanish**  
Native  
**Catalan**  
Native  
**English**  
Full professional proficiency