Rubén Muro Vela
PRODUCT DESIGNER

I'm a proactive and passionate Product Designer with over 7 years of experience crafting user-centric digital experiences. I strive to simplify technology, making it intuitive and accessible to enhance daily life.

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in rubenmurovela

WORK EXPERIENCE

Product Owner - Product Designer / ING `Banking`
dic. 2023 - Present, Madrid / Remote. Consulting: Amaris

- **Product Owner** dic. 2024 - Present

  Oversee **product strategy and prioritization** for ING's digital platforms, delivering customer-focused, data-driven solutions. Collaborate with cross-functional teams to enhance user experience and **achieve business objectives** in an agile environment.

- **Product Designer** dic. 2023 - dic. 2024

  Improved the design for ING's digital platforms, focusing on **data-driven and mobile-first strategies using CRO analytics and BECO principles** to enhance usability and streamline customer journeys.

Product Designer / Openbank `Banking`
sep. 2023 - dic. 2023, Madrid / Remote. Consulting: Amaris

- Designed and developed the Amazon Visa public website for Zinia, focusing on user experience, seamless navigation, and conversion optimization.

Product Designer / Real Madrid Foundation `Education` `Sports`
may. 2023 - aug. 2023, Madrid / Hybrid

- Redesigned the Sport Values Academy platform, focusing on content organization, heuristic analysis, and user testing to enhance accessibility, navigation, and UX. Developed a **user-centric strategy** for integrating OTT and LMS technologies.

Product Designer / Telefónica `SaaS`
feb. 2023 - may. 2023, Madrid / Remote. Consulting: bimplantology

- Developed and implemented a scalable design system for **URBO, Spain's leading Smart City platform**, enhancing navigation, information architecture, and widget usability.

TAP Mindset `Sports` `Health & Wellness`
apr. 2020 - Present, California / Remote

- **Lead Product Designer** ago. 2024 - Present
  Leading product design strategy and managing the UX team.

- **UX/UI Consultant** apr. 2020 - ago. 2024

Visual Designer / Freelance `Ecommerce` `SaaS`
2010 - 2022

- Designs cohesive digital experiences, focusing on UI aesthetics, responsive layouts, and brand consistency to boost user engagement on web and mobile.

Production Management / Cinema & TV `Entertainment` `Media`
2012 - 2021, Spain

- **Managed logistics and budgets** for productions including *Game of Thrones* on platforms like HBO, Netflix, and Prime Video. **Led teams in fast-paced, dynamic environments.**

EDUCATION

Behavioral Design La Nave Nodriza (2024)

Product Management Hero Camp (2024)

Creation of Design Systems Figma.camp (2023)

Green Digital Skills Inco Academy (2023)

UX/UI Product Design The Bridge (2022)

Production Management Espacio Abierto (2014)

Bachelor's Degree in Audiovisual Communication Universidad de Sevilla (2008 - 2013)

Soft skills

- Team leadership
- Empathy in User-Centric Design
- Strategic Product Vision
- Problem Solving
- Critical thinking
- Adaptability to Agile Environment
- Cross-Functional Collaboration
- Stakeholder Communication
- Attention to Detail & Journey Mapping
- Storytelling for Design Decisions
- Creativity & Innovation

Hard skills

- User-Centered Design
- Data-Driven & CRO Analytics
- Wireframing & Prototyping
- Information Architecture
- Design Systems Management
- BECO Strategies
- UX Research & Usability Testing
- A/B Testing & Heuristic Evaluation
- Interaction Design
- Accessibility & WCAG Standards

Languages

- English
- Full Professional Competence (C1)