

CONTACT

LOCATION

Barcelona, Spain

EMAIL

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PORTFOLIO

karloszarzu.com

LINKEDIN

linkedin.com/in/karloszarzu

CORE SKILLS

Product Strategy

Design Systems

UX Research

Prototyping

Data-Driven Design

A/B Testing & CRO

Stakeholder Management

Cross-team Collaboration

TECH STACK

Figma · Axure · Framer ·

Hotjar · Braze · Tableau ·

Claude Code · ChatGPT ·

NotebookLM

LANGUAGES

Spanish Native

Catalan Native

English B2

French B2

Italian B2

Carlos Zarzuela

Senior Product Designer

01 — PROFILE

Senior Product Designer with **9+ years of experience** leading end-to-end solutions in complex, agile environments. Specialized in transforming business challenges into user-centered experiences through **scalable Design Systems** and **data-driven decision-making**. Expert at bridging the gap between stakeholder objectives and engineering capabilities to **maximize product ROI**.

02 — EXPERIENCE



Adevinta & Fotocasa Group

Senior Product Designer

Jan 2022 – Mar 2026

Remote & Barcelona

- **End-to-end design leadership** in high-traffic squads (Fotocasa and Habitaclick), executing an **A/B testing roadmap** that optimized lead generation and significantly improved registration flow reliability.
- Reduction of technical uncertainty through **Continuous Discovery frameworks**, transforming qualitative and quantitative insights into high-value product opportunities for Web and App ecosystems.
- Evolution and active contribution to **global design systems (SUI and Panot)** through token implementation, optimizing handoff efficiency and ensuring visual consistency in a multi-brand architecture.
- **Strategic collaboration with C-Level profiles**, Product Managers, and Tech Leads, facilitating workshops that unified long-term product vision and ensured accessibility compliance.



Flat 101

Senior UX/UI Designer & CRO Specialist

Nov 2020 – Jan 2022

Remote

- Management of audits and execution of **data-driven A/B tests** for Retail and Insurance sectors, achieving a **20% increase in conversion rates** for key accounts.
- **Creation of Design Systems** that reduced development time, standardizing documentation and UI Kits to optimize the handoff process.
- Product lifecycle leadership for multiple simultaneous accounts, resulting in a **12% increase in service contracting (upsell)** through demonstration of measurable results and ROI.



Desigual via Flat 101

Mar 2020 – Oct 2020
Barcelona & Remote

Senior UX Designer & Researcher

- **UX/UI design management for global events** (Black Friday and Mid-Season), ensuring frictionless checkout flows and alignment with brand guidelines.
- Improvement of **mobile engagement** through user and stakeholder research, transforming qualitative insights into product iterations.
- Development of **high-fidelity prototypes** for complex digital products to ensure success in new functionality launches.



Interactius

Jan 2019 – Mar 2020
Barcelona

UX Designer & Researcher

- **Comprehensive Research phases** and complex information architectures for navigation redesign in critical sectors (banking and security).
- Direct client communication, facilitating **Design Thinking and Google Design Sprint workshops** to align stakeholders.
- Prototyping and constant validation workflows delivering **scalable MVPs** across Banking, Surveillance, Startups, Sports, and E-commerce.



Bershka.com Inditex

Jul 2018 – Jan 2019
Tordera & Barcelona

UX & UI Product Designer

- **Creation of the Design System based on Atomic Design** for new global platforms (Web, iOS, Android).
- Design and iteration of personalized UI modules through **A/B tests within the Personalization team**, using metric analysis to increase user retention.
- Facilitation of **Design Sprint and Design Thinking workshops** for new functionality ideation.

Master's in Usability & User Experience

Kschool Barcelona · 2017

Bachelor's in Multimedia

Creativity & Audiovisual Communication · UOC · 2016