

ALVARO **GARCÍA** *GUERRERO*

Senior Product Designer · UX/UI Designer · *Product Manager*

B2B SaaS · Research · AI prototyping · Authorised to work in Spain

Product designer since 2016. Five years on a B2B strategy-management SaaS, where I grew from UX/UI designer to **design lead**, then design and **product leadership** at US and Colombian startups. I turn research and sales insights into product decisions, and today I **prototype and build with AI** (Claude Code).

CONTACT

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Location: Salamanca – Madrid (Spain) · Hybrid / Remote
Work permit: Authorised to work in Spain

SKILLS

DESIGN

Product Design · UX/UI · User Research · Usability testing · Design Systems · Prototyping · Figma · Interaction design · Accessibility

PRODUCT

Product Discovery · Design Thinking · Design Sprint · Win/loss insights · Metrics & funnels · Agile / Scrum

AI-NATIVE

Prototyping in code with AI · Claude Code · Designing AI experiences · LLM workflows

EDUCATION

Master in Digital Transformation
University of Salamanca
2024 – Present

Master in Digital Animation
University of Salamanca
2022 – 2023

BA in Graphic Design & Audiovisual Production
U. Jorge Tadeo Lozano
2006 – 2011

LANGUAGES

Spanish	Native
English	B2
Portuguese	B1

EXPERIENCE

Product Designer & Product Manager
Jan 2026 – Present

Roll Vibes · Early-stage startup, AI music-events app · Salamanca

- Product: discovery and positioning (small venues for students, young people and tourists), market sizing (~16,500 nightlife venues in Spain) and roadmap by versions. **Closed beta on Google Play** with testers in Salamanca.
- AI: designed an agent that finds events and classifies them with an LLM and structured outputs (JSON). Rules and open data first, with **confidence thresholds, cost control and three validation gates**.
- Business and growth: €30/month venue subscription with promo QR codes that measure real visits; SEO pages and a web → app funnel with 9 analytics events. **45 screens**, own design system; built with Claude Code.

Senior Product Consultant (part-time)
Sep 2023 – Present

IncubApp Venture Capital · Startup incubator · Colombia – Spain · Remote

- Product strategy and discovery for early-stage portfolio startups (Rank CV, GoFans, Concert Plaza, Roll Vibes): **early validation**, reducing investment risk before committing development resources.
- Design Thinking sprints from idea to clickable prototype: from **~2 months to 2 weeks**.
- Defined each product's **key growth metrics** to ensure early-stage scalability.
- Trained the fund's junior designers in product design.

Product Designer (freelance)
Jul 2026 – Present

Sira · Fashion-tech, AI virtual try-on (pre-launch) · sirastyle.com

- Discovery (2025) and **complete UX/UI prototype**: onboarding, avatar creation, conversational agent, catalogue and look try-on. Pre-launch website live.

Head of Product (Product Design & PM)
Nov 2024 – Jun 2025

GoFans AI · US music startup, emotion AI model (CEM) · Remote

- Reported to the CEO. Redid discovery with data from an agency working with major US artists, and designed a **Figma MVP that convinced the founder to fund the build**.
- Led a **12-person team** across engineering, design and data/ML (incl. a University of Florida research lab). Owned the roadmap, releases, monetisation and key metrics.

Senior UX/UI Designer (freelance)
2024 · 4 months

Ahgoo · Social network for Latinos in the US and Latin America · Remote

- Designed the UX/UI and got it ready for production. **Live on Google Play and the App Store**.

Head Designer & Scrum Master
May 2022 – Aug 2023

Wealth Accelerators Global (company closed) · US / Colombia · Remote

- Co-led the **UX/UI and 3D department** (10 people: digital product, NFT/3D, gaming, graphic and audiovisual) as cross-functional Scrum Master.
- Designed a FinTech investment platform for US clients, from a spreadsheet-based operation to a digital product, with simple, safe flows for non-expert investors.

UX/UI Designer → Design Lead
Mar 2017 – Apr 2022

Pensemos S.A. · Suite Visión Empresarial (B2B SaaS) · Colombia

- Grew from sole designer to **design lead (2 reports)** in the Innovation unit, working with Project Managers on product strategy and daily with the CEO, sales, consulting, support and development.
- Ran weekly co-research workshops with all department heads; every improvement was measured on **sales, retention/upsell and NPS**. Win/loss analysis of deals lost to SAP, Oracle and Microsoft led me to design a **custom presentations module**, later a reason to buy.
- Part of the company's turnaround from losses to **30–40% annual growth** (2018–2022).
- **REVO for Ecopetrol**: field-inspection app validated with operators in Design Sprints; it brought in more oil-sector clients.

Junior UX/UI Designer
Sep 2016 – Mar 2017

Imaginamos · Digital agency · Bogotá

- Part of the team that redesigned **Rappi's courier app** (Rappitenderos) with field research doing real deliveries; deliveries became **97% faster**.
- Stakeholder interviews, co-creation sessions and wireframing for client projects: Servientrega (web), Liberty Seguros (intranet) and Tappers.

Portfolio: alvarogarciapm.com · behance.net/alvarogarc5769