

Alejandro González Barrios

Product Designer

alejandrogonba.com
alejandrogonba@gmail.com
+34 620 433 969

Senior Product Designer with strong product management experience, focused on building scalable, intuitive digital products. I work end to end, from discovery and strategy to delivery, partnering closely with engineering and business to drive measurable impact.

SELECTED EXPERIENCE

Senior Product Designer

Tacter

2022 – Present

- Drove data-informed decisions across discovery and delivery, aligning user behavior insights with business objectives.
- Designed and scaled a modular product and design system supporting multiple game verticals.
- Owned product strategy, prioritization, and roadmap, scaling the platform from zero to hundreds of thousands of monthly users.
- Partnered with engineering to design and launch AI-powered features, including content explanations and detailed player match analysis, improving retention, engagement, and monetization.

Lead Product Designer

BoB

2020 – 2022

- Led design strategy across web, mobile, back office, and notifications, ensuring consistency and scalability.
- Supported product discovery, prioritization, and planning in close collaboration with product and engineering.
- Built and scaled the design system, standardizing workflows and improving delivery speed.
- Managed the design team, establishing scalable design practices.

Product Designer

Finizens

2019 – 2020

- Led UX improvements across web and mobile to optimize usability, conversion, and onboarding.
- Designed interfaces aligned with product strategy and brand identity.
- Collaborated with Product Management on requirements, user stories, and growth initiatives.

Product Designer

Groupe PSA (Peugeot, Citroën, DS,...)

2018 – 2019

- Designed interfaces and interactions for websites, landing pages, and microsites supporting key digital campaigns.
- Conducted benchmarking and UX research within the automotive sector to inform design decisions.
- Delivered low and high fidelity prototypes, information architecture, and digital assets across brands.

EARLIER EXPERIENCE - VISUAL & DIGITAL DESIGN ROLES

Artexis Easyfairs · Cognizant · eSports Mirror · 4C Comunicación

2015 – 2018

EDUCATION

Data Driven Design

La Nave Nodriza

2021

Master's Degree in 3D + Video Game Design

Trazos

2015 – 2016

Bachelor's Degree in Audiovisual Communication

Pontifical University of Salamanca

2011 – 2015

TOOLS

Figma, Amplitude, AI Tools (GPT, Lovable, Cursor/Windsurf,...), Adobe Suite (Photoshop, Illustrator,...)