Alejandro González Barrios

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Senior Product Designer with 0→1 and 1→N experience building scalable products in fast-moving, high-growth environments.

EXPERIENCE

Senior Product Designer - Tacter

— 2022 – Present

- Scaled product from early stage to ~1M users
- Built and evolved design system from scratch
- Designed scalable content systems and AI-powered features
- Defined success metrics and drove iterative product improvements
- Led design standards, processes, and team evolution

Lead Product Designer - BoB

— 2020 – 2022

- Led design across B2C and B2B platform
- Built unified system for airlines, operations, and delivery teams
- Designed scalable workflows for complex operational states
- Established design standards and cross-team processes

Product Designer - Finizens

— 2019 – 2020

- Led UX improvements across web and mobile journeys, optimizing onboarding and conversion.
- Designed scalable interfaces aligned with product and brand strategy.
- Collaborated closely with product and engineering in a cross-functional environment.

Product Designer - Groupe PSA

— 2018 – 2019

- Designed digital experiences across Peugeot, Citroën, and DS websites and campaign platforms.
- Conducted benchmarking and UX research to inform interaction design and information architecture 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 (Lovable, v0, Cursor, Claude,…), Adobe Suite (Photoshop, Illustrator,..)