

Creative Product Designer with experience leading teams.

With over 13 years of experience in the creative industry (specialising in branding and corporate design), I have been leading, teaching and designing successful end-to-end product experiences for established brands and start-ups across diverse platforms; including App, website and SaaS.

EXPERIENCE

August 2023 - Present

UX/UI DESIGNER ZARA

As a Product Designer at Zara, I am leading the creation of an internal platform from inception. This platform serves as a pivotal tool for Zara designers, facilitating the comparison of newly designed garments with existing market products. It functions as an essential checkpoint in the production workflow, ensuring design alignment before garments transition to the manufacturing stage.

2021 - Present - (London)

ASSOC. INSTRUCTOR PRODUCT MANAGEMENT & UX GENERAL ASSEMBLY

Provide support and reinforcement for teacher and lessons, introduce PM processes and frameworks, Design Thinking & key UX tools, revision of assignments, and tutoring to over 100 students.

April 2022 - May 2023 - (London)

UX/UI DESIGNER SOHO HOUSE & THE NED

Soho House

- Managed the Android department in which I've translated the iOS native experience into Android, building native components and page templates, adapting every item to match the brand to the iOS App and improving seamless experiences across platforms resulting in a 35% improvement of user satisfaction reflected in new Soho House App reviews in Google Play.

The Ned

- As a solo UX/UI designer I worked on addressing users' immediate needs by performing a heuristic evaluation leading to Website & App improvement in reliability and accessibility through bug illumination, UX flow adjustments, UI enhancements, language simplification, and implementation of error prevention/ status visibility.
- Led landing-page website redesign for the Global business, improving site navigation leading to a 26% increase in site traffic and improving experience reflected by a 29% conversion rate.

April 2022 - (London)

UX/UI DESIGNER HUGE AGENCY

To enhance Hublot's digital website experience, we collaborated in two Sprint groups working in pairs with a Creative Director, proposing diverse solutions for an innovative approach. Our focus was on elevating the visibility of their core collection within the overall product range, aiming to boost the sales conversion rate.

February 2021 - May 2022 - (London)

UX/UI DESIGNER IKAWA

- As a solo UX/UI designer, I redesigned Ikawa's Home iOS app increasing usability by 30%. This project involved working with stakeholders to coordinate need-finding, conducting usability testing, interviews, creating a new information architecture schema, identifying UX/UI issues, defining feature prioritisation and adjusting resource requirements to budget, needs and deadlines.
- Lead and rebranding and packaging projects on the side.

2019 - 2021 - (London)

LEAD DESIGNER CLYDE & CO (DARE DIGITAL)

- Led a team of 5 designers, fostering collaboration through 1:1s and career guidance, while overseeing hiring processes. Managed client communication, upheld brand guidelines, and facilitated cross-team design sessions for consistent brand experience, also contributing hands-on graphic design and implementing new work processes.

2017 - 2019 - (Madrid)

LEAD DESIGNER ESSLOR-LUXOTTICA INTERNATIONAL

EDUCATION

2023

ADVANCED PRODUCT DESIGN

Mr. Marcel School, Madrid

2022

PRODUCT MANAGEMENT

General Assembly, London

2019

USER EXPERIENCE DESIGN

General Assembly, London

2018 - 2019

ART DIRECTION

Trazos, Madrid

2011 - 2013

ASSOC. DEGREE IN GRAPHIC DESIGN

Escuela de Arte 10, Madrid

2006 - 2009

DEGREE IN INTERNATIONAL RELATIONS AND PROTOCOL

Camilo Jose Cela Uni., Madrid

SKILLS

UX / UI / PRODUCT DESIGN /
ART DIRECTION / PRODUCT
MANAGEMENT / LEADERSHIP /
PROTOTYPING / BRANDING /
TYPOGRAPHY / PRINT DESIGN

TOOLS

FIGMA / SKETCH / ADOBE XD /
PHOTOSHOP / ILLUSTRATOR /
INDESIGN / AFTER EFFECTS /
LOOKBACK / MIRO / FIGJAM

LANGUAGES

SPANISH - Native
ITALIAN - Full Prof. Proficiency
ENGLISH - Full Prof. Proficiency

CONTACT

imancaldernardi@gmail.com

LinkedIn Profile

+34 658 3903 383

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