Esteban Díaz

Design Manager · Leading the design of products and services that create value for people and business

Madrid · working remotely worldwide hola@estebandiaz.net linkedin.com/in/estdiaz
estebandiaz.net

PROFILE

I'm a Design Manager at BBVA, where I lead the design of digital products and services for business banking, and co-director and lecturer at POSSO by MrMarcel. I've spent 16+ years connecting design, business and technology to find the point where people, business and teams all win.

I look for the point that benefits everyone: the business model, the teams who build them and the people who use them.

EXPERIENCE

Design Manager · BBVA

Aug 2018 – present · 8 years 4 months · Madrid

- I lead several research and design teams for B2B and B2E products across departments and countries, working with business and technology leads.
- I own the design strategy for the digital workplace of relationship managers serving SMEs, companies and corporations, with a strong focus on productivity.
- I create and roll out frameworks and governance models that involve the design team in every stage of product and service development.
- I drive the evolution of the design system's components and patterns for complex, high-performance scenarios.

Co-director and lecturer · POSSO by MrMarcel

Dec 2020 – present · 6 years · Madrid · Teaching

- I co-direct and teach the product strategy, information architecture and design systems courses.
- Product strategy: aligning strategy with business and technology to drive design decisions, with techniques and practice.
- Information architecture: defining and governing the architecture that guides how digital products are built.
- Design systems: purpose, abstraction layers and how to define, document and maintain them.

Product Design Advisor · SquadMakers

Jun 2021 – present · 5 years 6 months · Madrid · Consulting

- I advise companies and startups on value proposition, digital transformation and product strategy.
- I facilitate ideation, innovation and strategy workshops that align stakeholders around practical plans.
- I coach design teams to work autonomously and integrated into cross-functional teams.

UX Consultant & Product Director · The Cocktail

Jan 2018 – Aug 2018 · 8 months · Madrid · Consulting

Lead Product Designer · Finect

Jan 2017 – Jan 2018 · 1 year 1 month · Madrid

- Worked with the sales team to improve the product, strengthening the value proposition and market fit.
- Identified and designed features that drove sponsor acquisition, retention and engagement.
- Created and rolled out the first design system, unifying the product across devices.

Lead Product Designer · playthe.net

Apr 2014 – Dec 2016 · 2 years 9 months · Madrid

- Developed the product portfolio and its strategy from the CEO's vision, coordinating several departments.
- Designed ad planning and management tools for top-tier agencies, streamlining their work and increasing revenue.
- Identified and implemented innovations in digital signage (DOOH) and its remote management.

Web & Desktop Publishing · Cigna

Jun 2013 – Jan 2014 · 8 months · Pozuelo de Alarcón

- Redesigned the corporate website with new visual, compliance and accessibility criteria, improving search ranking and usability.
- Supported the marketing team with layout, communications, online marketing and community management.

Content & Design Manager · Webconsultas

Jun 2010 – Jun 2013 · 3 years 1 month · Alcobendas

- Created the information architecture of a health portal with thousands of articles, improving its search ranking.
- Designed an online medical consultation system, including doctor and consultation management and patient profiles.
- Conceived and designed a pregnancy companion tool with user segmentation and newsletters.

- ### Digital designer and consultant · Esteban Díaz (freelance)

  Oct 2005 – Sep 2015 · 10 years · Madrid · Consulting

  - Trained and advised freelancers and SMEs on their digital transformation and online presence, tracked through KPIs.
  - Websites, online shops, promotional material, eBooks and interactive publications.
  - Market research, opportunity detection and sales support material.

SKILLS

Design team leadership | Product strategy | Product design | Service design | UX design | Design systems | Design governance | Information architecture | Data-informed design

LANGUAGES

- Spanish · native
- English · full professional proficiency
- French · limited working proficiency

EDUCATION

- **ThePowerMBA** · ThePower Business School (2022–2023)
- **Master's in Digital Marketing and Communication** · IMF Business School (2013–2014)
- **Higher Technician in Marketing** · Universitat Abat Oliba CEU (2013–2014)
- **Bachelor's degree in Biology** · Universidad de Sevilla

CERTIFICATIONS

- Cultivating creative collaboration
- Gamification
- Designing for change
- Impactful presentations