

Esteban Díaz

UX DESIGNER + PRODUCT MANAGER

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Introduction

I have over **twelve years** of experience on digital product design and development. My multidisciplinary background allows me to face projects with a creative and innovative focus, very result oriented through **value generation, user centric solutions** definition and management of the complete product life-cycle.

Skills & Areas of Expertise

- BUSINESS DEVELOPMENT**
 - digital transformation
 - strategic thinking
 - product management
 - value proposition
 - idea validation
 - roadmap
 - marketing online
- USER EXPERIENCE**
 - product design
 - user research
 - customer journeys
 - mobility
 - information architecture
 - ui/ux design
 - accessibility
- DEVELOPMENT**
 - front-end development
 - back-end insights
 - agile methodologies
 - big data
 - cross-platform
 - data modelling
 - componentization
- LEADERSHIP**
 - project management
 - critical thinking
 - expectation management
 - change management
 - conflict resolution
 - training
 - coaching

Languages



SPANISH
Native speaker



ENGLISH
Full professional competency (C1)



FRENCH
Basic level

Education



ASSOCIATE DEGREE IN MARKETING
2014 - CEU Abat Oliba



MASTER IN MARKETING & DIGITAL COMMUNICATION
2014 - IMF Business School



BIOLOGY (four years, unfinished)
2001 - Universidad de Sevilla

Hobbies & interests



Experience

3 months

2018 » TODAY

UX CONSULTANT & PRODUCT DIRECTOR
THE COCKTAIL

Destinado full-time en BBVA en el proyecto Digital Workplace para iniciativas globales, en España y Perú.

1 year

2017 » 2018

SENIOR FRONTEND DEVELOPER & UX ADVISOR
FINECT

As part of the development team, and in close collaboration with operations and product:

› Network for investors: Define and implement new functionalities, focused on creating value for new market segments. Advice on design and crossdevice UX strategy.

3 years

2014 » 2017

UX & PRODUCT MANAGER
PLAYTHE.NET

In charge of full product management, including analysis and requirement taking with business teams for feature development and valuation of new opportunities:

› Digital Signage: Detected and implemented improvement opportunities on content management that tripled engagement. Adapted the processes for digital transformation project for enterprises (Seat, Telepizza, Trison, Posterscope and CocaCola) and the integration with adservers and video streaming distribution.

› SmartData: Transformed and evolved audience counting and segmentation processes to satisfy market demands and achieve competitive differentiation, including a data exploitation tool for both internal use and clients such as Mahou, Mediaset and Santander.

› AdCentral: Optimized sales process with a segmented advertising planning and purchasing tool for professionals and agencies such as Posterscope and Havas.

› Vicente App: Produced a mobile app for a better audience qualification and to increase affluence on venues in our digital signage network.

1 year

2013 » 2014

SENIOR WEB & DESKTOP PUBLISHER
CIGNA SALUD

As a member of the marketing and digital projects team:

› Corporate portal: Built the company's site under new aesthetic, compliance and accesibility criteria, improving both global and each product and service positioning.

3 years

2010 » 2013

CONTENT & DESIGN MANAGER
WEBCONSULTAS.COM

Being part of the project's original team:

› Health portal: Optimized content organization and design for better SEO positioning, detecting opportunities and proposing new sections and functionalities, including a breakthrough online medical consultation.

9 years

2005 » 2015

FREELANCE

› Digital consulting: Trained and counseled self-employed and SEMs on their digital transformation process and online presence, including advising on social media, producing webs, CMS and online stores, and performance monitoring through relevant KPIs for better decision making.