



# ANTONIO J. REDONDO PLATA

Lead Product Designer | Fintech, AI & B2B SaaS | UX Strategy & Product Growth

## CONTACT AND INFORMATION

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## SUMMARY

Lead Product Designer with 10+ years designing fintech, AI, and B2B SaaS products. Specialized in transforming complex systems into intuitive product experiences through research, product strategy, and scalable design systems. I have led product design initiatives for companies such as HSBC, Accenture, Nivoda, and Smurfit WestRock, improving product adoption, engagement, and operational efficiency.

## KEY ACHIEVEMENTS

- Increased engagement +40% in a global B2B marketplace by redesigning core workflows and the design system (Nivoda).
- Drove +25% user growth in fintech by launching new financial features and improving onboarding (Minu.mx).
- Simplified complex enterprise warehouse workflows used by global logistics teams (Smurfit WestRock).
- Designed AI-driven decision dashboards for non-profit organizations to translate data into actionable insights (Pravi.ai).

## PROFESSIONAL EXPERIENCE

### ● Lead Product Designer (Consultant)

Smurfit WestRock, Hybrid – September 2024 / November 2025

Enterprise logistics platform used across global warehouse operations.

- I have been working as a freelance Product Designer collaborating with companies focused on AI training, evaluation, and human-centered product improvement.
- Led UX strategy and product design for warehouse management tools used by international teams
- Simplified complex operational workflows to improve usability and task visibility
- Conducted stakeholder workshops and user research to identify operational bottlenecks
- Delivered scalable UI patterns and product documentation for engineering teams

### ● Lead Product Designer (Consultant)

Pravi.ai, Remotely – April 2024 / April 2025 – [Pravi.ai](https://pravi.ai)

AI-driven decision platform enabling non-profit organizations to analyze community data and identify social impact opportunities.

- Led end-to-end product design for an AI-driven platform translating complex data into actionable insights for non-profit organizations.
- Designed AI-assisted workflows and dashboards that transformed raw data and analytics into clear, decision-oriented user experiences.
- Conducted user research with social impact stakeholders to understand decision-making processes and reporting needs.
- Designed interaction models for AI-supported insights, enabling users to identify patterns, community needs, and strategic priorities.
- Created scalable UI components and product flows in Figma to support data visualization, reporting, and insight discovery.
- Collaborated closely with engineers and data teams to shape the MVP architecture and ensure usability in data-heavy environments.
- Used AI-assisted research tools to analyze user interviews, detect behavioral patterns, and accelerate persona and insight generation.

## CORE SKILLS

- Product Strategy
- UX Research
- Interaction Design
- Design Systems
- Prototyping
- Data-driven UX
- UX Workshops

## CERTIFICATIONS

- UX Alliance International: 3 UX PM Certification
- UX Specialist: Advanced research
- Norman Nielsen: Certifications: UX Lead and UX facilitator
- Higher technician in computer application development

## MAIN TOOLS

- Figma
- Mural / Miro
- Jira / Notion

## MENTORING

- ADPList Mentor  
Recognized as a Top 10 Global Mentor, delivering 225+ mentorship sessions supporting designers worldwide in UX, product design, and career development.

### ● Lead Product Designer

Nivoda, Remotely – February 2022 / June 2023 – [Google Play](#) / [App store](#) / [Web](#)

B2B marketplace platform used by professional diamond buyers.

- Led the redesign of core marketplace workflows including search, filtering, and purchasing journeys
- Built a scalable design system with 100+ reusable components
- Increased engagement by 40% and reduced support complaints by 25%

### ● Senior UX Designer (Consultant)

HSBC, Remotely – November 2021 / February 2022

Contributed to the redesign of digital banking experiences, improving usability and simplifying complex financial workflows for retail and enterprise users across web and mobile platforms.

- Improved the KYC onboarding journey for digital banking products
- Simplified complex compliance workflows for customers and internal teams

### ● Senior UX Designer (Consultant)

Accenture – July 2021 / November 2021

Contributed to enterprise digital transformation projects, applying UX methodologies to improve internal tools and digital product workflows.

- Contributed to internal product management tools used by enterprise teams
- Designed interaction flows and UI components aligned with enterprise design standards

### ● Senior UX Designer (Consultant)

Minu.mx – September 2020 / June 2021 – [Minu.mx](#)

Fintech platform providing earned wage access to employees.

- Designed new product features that increased platform adoption by 25%
- Simplified onboarding and financial flows for non-technical users
- Conducted user interviews and behavioral analysis to improve activation and retention

### ● Senior UX Designer

Virtuallylive - Málaga – October 2019 / March 2020 (the company closed)

Improved UX strategy and gameplay flows for an interactive Formula E racing platform.

- Conducted user research (20+ interviews, 3 surveys, 150+ responses) to understand player behavior
- Designed gameplay flows and interaction models for a Formula E digital racing platform
- Increased average session duration by 20% and user satisfaction to 90%

### ● Senior UX Designer

Lottoland - Málaga and Gibraltar – January 2019 / October 2019 – [Google play](#)

- Worked to evangelize UX with the POs / Stakeholders, generating 2 workshops and 2 UX reports to discover and define betting games.
- Drove 3 user testing and validation completed throughout design cycles are written up in a consumable way using templates provided, downloaded, and analyzed outputs with clear recommendations for updates and changes.
- Collaborated with the design, to CX, and testing cycles, ensuring that groups of stakeholders and the UX team are kept informed about estimations, changes, and updates.
- Daily working remotely with Gibraltar teams.

## EARLIER EXPERIENCE

Atrapacredito - Madrid – October 2016 / December 2018 – [Web](#)

Actinver - Mexico City – July 2013 / May 2016 – [App Store](#)

Viajes el Corte Inglés - Madrid / Mexico City – September 2011 / March 2013 – [Web](#)

Surgenia - Córdoba – February 2008 / February 2011

ThinkSmart - Madrid – January 2007 / October 2007

Emutation new media - Madrid – January 2006 / January 2007

Ya.com - Madrid – October 2003 / January 2006