

Irene Pulido Soto.

Product Designer

Growth · Conversion · Behavioral Design

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Product Designer with 5 years designing digital products (fintech, e-commerce, mobile apps) on top of an unusual foundation: five years as a full-stack web developer and a stint owning monetisation strategy in mobile gaming. **I design for the moment users decide** — activation, conversion and retention — and back every decision with behavioural data: funnels, heatmaps, session recordings, Mixpanel and Google Analytics. Fluent in engineering handoff (I have shipped production code) and in business conversations (I have owned monetisation for live products).

Experience

Product Designer UX/UI

Apr 2022 – Present

Maccorp (Exact Group)

Financial services · end-to-end product design for e-commerce and mobile app, cross-functional with Marketing and Engineering

- Analyse user behaviour — funnels, heatmaps, session recordings — to locate friction and drop-off, and turn findings into design interventions across the purchase funnel.
- Defined the information architecture and user flows of the e-commerce site and the mobile app, reducing friction along the conversion funnel.
- Built and maintain the company design system from scratch (design tokens, light/dark themes, 60+ documented component variants), improving design-dev consistency and delivery speed.
- Propose and prioritise product improvements with Marketing and Engineering, grounded in user insights and behavioural data.
- Implemented WCAG accessibility across digital touchpoints; validate with stakeholders via hi-fi Figma prototypes.

UX/UI Designer

Jun – Aug 2021

Verdementa

E-commerce · browser extensions (contract)

- Ran usability analysis on the purchase flow, identified critical friction points and proposed evidence-based redesigns.
- Designed UI for e-commerce browser extensions and improved directory navigation and findability; responsive build in HTML, Sass and Bootstrap.

Product Marketing — Monetisation

Nov 2019 – Jul 2020

Zitro

Mobile gaming · monetisation strategy for app titles, with Product, Data Science and Acquisition

- Defined the monetisation strategy for a new app and took part in MVP decisions alongside Product and Data Science.
- Analysed player behaviour, in-app sales and A/B tests on purchase funnels in Mixpanel to detect needed strategy shifts.
- Designed user flows for in-app purchase funnels and new monetisation mechanics.
- Ran competitor and market analysis; documented strategy and requirements, bridging business and engineering.

Web & Full-Stack Developer (WordPress)

2013 – 2019

Zitro · digital agencies (ROI UP, Megamedia, Tecnológica)

- Built app websites, corporate sites and conversion landing pages — custom themes, plugins, e-commerce — alongside Design, SEO and Marketing teams.

Skills

Growth & Data

Funnel analysis

Conversion optimisation (CRO)

A/B testing

Activation & retention

Monetisation

Behavioural design

Google Analytics

Mixpanel

Heatmaps & session recordings

Competitor analysis

Product Design

User research

Information architecture

User flows

Wireframing & prototyping

Usability testing

Design systems

Interaction design

Accessibility (WCAG)

Tools

Figma

Sketch

Adobe Illustrator

Photoshop

InDesign

Development

HTML

CSS / Sass

JavaScript

WordPress / PHP

Git

Design-dev handoff

Ways of working

Agile

Cross-functional with PM, Engineering & Marketing

Async / remote-ready

Education

UX/UI Design Bootcamp

Ironhack · 2020

Object-Oriented PHP

CICE · 2017 – 2018

Higher Technical Degree · Web Application Development (DAW)

2011 – 2013

Foundations: Editorial Design (2009–11) · 2D/3D Animation, ESDIP (2007–10)

Languages

Spanish

Native

English

B2 · professional working proficiency