

Irene Pulido Soto

Product Designer — Growth, Conversion, Behavioral Design

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SUMMARY

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 | Maccorp (Exact Group) | Apr 2022 – Present

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 | Verdementa | Jun – Aug 2021

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 | Zitro | Nov 2019 – Jul 2020

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) | Zitro · digital agencies (ROI UP, Megamedia, Tecnológica) | 2013 – 2019

- 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