



postmode.wtf

Product Designer

AI Music Producer

Solo-builder

Contact

postmode.wtf

postmode.wtf@gmail.com

Education

UX Writing Bootcamp
Elisava

Product Design Bootcamp
Ironhack

Law and Political Sciences
degree
URJC (Unfinished, just for
fun*)

Advertisement Management
degree
UVA

Audiovisual Communications
degree
UEX

Curriculum

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SABBATICAL

Building and operating a real product with AI

- Took a product **from concept to production as a solo builder**, owning product strategy, UX, architecture and delivery with Claude Code and Codex.
- Built a **token-based design system directly in the repository**, creating a scalable source of truth between design and implementation.
- Shipped the **full product infrastructure**: backend, authentication, notifications, automated testing, Sentry error monitoring and PostHog product analytics.
- Delivered **927 commits in under six months**, supported by **custom AI agents and skills built from scratch**, plus workflow automations with Make and n8n.

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FOUNDERNEST

Design Lead

As the Lead Product Designer at FounderNest, I define the UX for an AI-powered market intelligence platform that helps innovation teams and investors discover high-potential emerging companies.

One of my proudest achievements has been **redesigning the entire product experience**—delivering results so quickly that we've already seen impact across **clients like MAPFRE, Novo Nordisk, Bloomberg, Roche, and Sony**.

My role bridges technical complexity and intuitive design by:

- Designing end-to-end flows for advanced company search powered by **generative AI**.
- Creating data-heavy experiences to help users analyze **thousands of companies** and make strategic decisions.
- Leading **user research initiatives** with enterprise clients, validating hypotheses through prototypes and usability tests.
- Working closely with product and engineering in a fast-paced, **feedback-driven environment**.
- Elevating **UX quality standards** across the team.

2023 ISKAYPET (KIWOKO, TIENDANIMAL)

Design Lead

As Design Lead at Iskaypet, I led the **product design team** for our e-commerce platform and omnichannel initiatives in the pet care industry.

My focus was on elevating both the user experience and the strategic role of design by:

- Leading and mentoring the design team, helping **designers grow and increase their impact** across squads.
- Introducing **outcome-driven workflows** to align design efforts with measurable business objectives.
- Running **heuristic evaluations** to identify experience gaps and ground improvement proposals in evidence.
- Collaborating cross-functionally with **stakeholders from product, tech, and marketing** to drive alignment and delivery.

2022 FOUNDERNEST

Lead Product Designer

In an earlier stage at FounderNest, I joined as the **first in-house designer** to lay the **foundations for a scalable SaaS product**. I focused on structuring **information-rich experiences** and establishing **core UX principles** to support the platform's growth from the ground up.

JOBANDTALENT

Senior Product Designer

Workforce team. In addition to all the below, the team focused on the **client experience**. **In-depth qualitative and quantitative research** studies on user experience and needs. Data-driven design, KPIs ownership.

User journeys. **Usability and heuristic studies**. **No-code experiments** with Retool. Documentation with Notion.

2018 Product Designer

Workforce team, researching and designing for the **SaaS product used by more than 850 companies** (including e-commerce services **Amazon, Cabify, Just Eat, eBay** and Ocado and logistics groups **XPO** and **Ceva**) for temporary workers management and demand.

UX/UI design, design system, prototyping, and testing. Tools like Figma, Sketch, Zeplin, Marvel, Miro.

LEEMUR

Co-Founder & Product Designer

An iOS and Android chat stories app with **+500k downloads** from Spain and LATAM.

We used Agile Methodology to develop the MVP, and after four weeks, we were part of the ranking for the **most downloaded reading apps**.

As a result, we caught the attention of the leading publishing group in Spain, **Grupo Planeta**, which became the **principal investor**.

STORYBOX

Co-Founder & Product Designer

Sttorybox was a website and app for iOS and Android, where thousands of people could read and write stories using the "box" format (similar to Twitter threads, before Twitter threads!).

Many writers feel they don't have readers, so we created a **community to connect writers and readers** :)

+100k users

1.5M likes

+150k narrative texts

+300k comments

+4.4 in app stores