Álvaro Lois Aparicio

Product Designer · UX/UI Designer

Design Systems · Automotive HMI · E-commerce · Computer Engineer

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SUMMARY

Product Designer with **5+ years** designing digital products used at global scale: fashion e-commerce for **Zara.com & Zara App**, in-vehicle **Human Machine Interface (HMI) for Cupra and SEAT**, and banking and insurance for **CaixaBank** and **Generali**. With a **Computer Engineering** background, I design with engineering constraints and data in mind, which makes handoff smoother and decisions easier to defend.

I work end-to-end: UX research, user journeys, information architecture, wireframes and prototypes, **design systems**, usability and **A/B testing**, and design QA, with accessibility built in. I partner closely with Product Managers, engineers and business stakeholders, facilitate workshops, mentor junior designers and use **AI-assisted workflows** (custom Claude skills, Adobe Firefly) to ship faster.

5+ years	3 industries	Design systems	Dev + Data
in UX/UI & product	Retail · Auto · Banking	Tokens & components	Engineer turned designer

CORE COMPETENCIES

Product Design · UX/UI Design · Design Systems · HMI / Automotive UX · User Research · Usability Testing · A/B Testing · Information Architecture · User Journeys · Wireframing · Prototyping · Interaction Design · Accessibility (WCAG) · Design Tokens · Developer Handoff · Design QA · Product Analytics · Workshop Facilitation · AI-assisted Design

EXPERIENCE

Digital Content Manager · UI & Content Design

Jul 2026 – Present

Inditex · Zara.com & Zara App · via Nunegal Consulting · Remote, Spain

- Design, configure and publish **UI modules and visual content** for Zara.com and the Zara App across global markets, using Figma and Inditex's internal Content Management System (CMS) to keep the shopping experience consistent on web and mobile.
- Run **A/B tests** and use product analytics (click-through rate, engagement, conversion) to iterate on layouts, visual hierarchy and user flows: data-informed design for a global e-commerce product.
- Manage stakeholders across Business, UX, Tech and Product Management, turning product and campaign requirements into on-brand, **accessible** and implementable experiences.
- Build **AI-assisted automation** by creating custom Claude skills that streamline content production and configuration tasks.

UX/UI Designer · Automotive HMI

Jun 2023 – Jul 2026

Cupra & SEAT (SEAT S.A.) · via Bertrandt Group · Barcelona, Spain (Hybrid)

- Delivered concept design for the **HMI of the new Cupra and SEAT vehicle fleet**: central display, digital cockpit (instrument cluster) and Head-Up Display (HUD).
- Worked across multiple automotive UX projects, from redesigns of existing features to a **new HMI visual identity from scratch**: benchmarking, UX research, user journeys, user flows and information architecture, then low- and high-fidelity wireframes and interactive Figma prototypes.
- Created and maintained the **HMI design system** (design tokens, component documentation) used by designers and developers across all in-vehicle screens, with accessibility and legibility built into every component.
- Facilitated workshops with multidisciplinary stakeholders and ran **usability testing** whose findings drove the optimisation of visual components and interaction patterns.
- Led **design QA and developer handoff** and **mentored junior designers**.

EXPERIENCE (CONTINUED)

UX/UI & Visual Designer

May 2021 – May 2023

La Fábrica de Sombreros · Creative & digital agency · Barcelona, Spain

- Contributed to an internal **CaixaBank** product combining creative and strategic development, user research and programmatic video automation.
- Produced UX/UI wireframes and user research, and created and managed a **design system** to keep digital deliverables consistent.
- Designed visual pieces, motion graphics and 2D/3D animation for Smint, Ajuntament de Barcelona, La Caixa, Chupa Chups, Ramón Bilbao, Raimat, Devir and Fira de Barcelona.
- Integrated AI tools (Adobe Firefly, ChatGPT, Canva) and scripting into creative workflows to speed up production.

Earlier Experience · Engineering & Motion

2017 – 2021

- **Data Analyst / Software Developer**, Fihoca (client: Generali) · Barcelona · Jan 2019 – May 2021
  Java (Spring Batch), Azure Databricks, Talend ETL and Power BI dashboards; Adobe Experience Manager (AEM); data analysis and deployments with Digital Marketing and Customer teams in Agile/Scrum.
- **Web Developer Intern**, Plain Concepts · Feb 2018 – Jul 2018 · Frontend and backend .NET development and testing.
- **Web Designer**, Cryptochange · Jul 2017 – Jan 2018 · Designed, built and maintained the company website.
- **Freelance Motion Designer & Video Editor** · 2018 – Present · Motion graphics and editing for Ignion, Oxion and others.

SELECTED WORK

Automotive · HMI

Cupra & SEAT HMI design system

Tokens and documented components shared by design and engineering across central display, cockpit and HUD.

E-commerce · Global

Zara.com & Zara App

UI modules and content iterated through A/B tests and analytics, plus AI automation for production.

Banking · Internal product

CaixaBank video automation

UX research, wireframes and a design system for a programmatic video product.

Case studies: **alvaroloisaparicio.com**

SKILLS

UX & Product Design: User research, usability testing, benchmarking, user journeys, user flows, information architecture, wireframing, prototyping, interaction design, UI design, accessibility (WCAG), A/B testing, product analytics, data-informed design

Design Systems & Delivery: Design system creation and maintenance, design tokens, component documentation, developer handoff, design QA, HMI, Head-Up Display (HUD)

Design Tools: Figma, Framer, ProtoPie, Maze, Miro, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro), Adobe Experience Manager (AEM)

AI Tools: Claude (custom skills & automation), Adobe Firefly, ChatGPT, Canva

Tech & Data: HTML, CSS, JavaScript, Java, SQL, Power BI, Google Analytics, Azure

Collaboration: Stakeholder management, workshop facilitation, mentoring, cross-functional work with PMs and engineering, Agile/Scrum, Jira, Confluence

EDUCATION

Degree in Computer Engineering
Universidade de Santiago de Compostela (USC) / Universitat Autònoma de Barcelona (UAB) · 2013 – 2018

Master's Degree in Design and Post-production
FX Animation · 2018 – 2020

CERTIFICATIONS

Google UX Design Professional Certificate, Coursera · 2023

UX Fundamentals and Software Requirements, Pontificia Universidad Católica del Perú · 2025

Fundamentals of Digital Marketing, Google · 2023

Google Analytics for Business, Google · 2021

Advanced Scrum / Technical Scrum · 2021

LANGUAGES

Spanish (Native) · English (Professional working proficiency, B2) · Catalan (Fluent) · Galician (Fluent) · Portuguese (Intermediate)