

pablo

— rego

I am a digital product designer with an artistic and visual background. Throughout my career, I have always focused on taking a holistic approach to any project, which has led me to develop a broad skill set as a generalist. My intention is to be able to tackle any new challenge with increasingly cross-functional tools and knowledge that can be applied to any problem that arises.

TaxDown

— AI and Product Design

jun. 2024 - ongoing

E2E Product Design

AI-Native Systems & Experience Design

Strategy & Service Design

Design System

Garaje de Ideas

— Product Design Consultant

may. 2021 - jul. 2024

Inditex (SaaS): Product Designer

IKEA: Product Designer

Endesa: Design Lead

Vodafone: Design Lead

Mutua Más App: Product Designer

Panorama

— Product Designer

ago. 2018 - jun. 2021

SaaS integral assessment tool

UX Research and conceptualization from scratch

Close hand in hand ideation with business dept. and direct conversation and iteration with development dept.

Regular interaction with client

Branding and UI direction

Design system

VCCP

— Strategy and Creativity

mar. 2016 - abr. 2018

Some clients: Banco Santander, Suzuki, San Miguel, Alhambra

Digital product

Art direction and copywriting

Strategic and creative conceptualization

Regular collaboration with London's branch

IED
— Design Teacher

Ironhack
— Product Design Bootcamp

The Atomic Garden
— Creativity Master Degree

Universidad País Vasco
— Fine Arts Degree

Advanced DS Course
— Product Design

Generative AI Course
— AI

Cualitative Research Course
— Design Research

SEO/SEM Course
— CRO