DAVID OLIVA

PRODUCT DESIGNER

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Product Designer and UX/UI expert with over 18 years of experience in the digital landscape. Collaborated with leading global brands such as Telefónica, BBVA, Unilever, and TEDx, designing and managing a wide range of mobile, web, and graphic projects for clients across the US, Europe, LATAM, Oceania, and Asia. Specializing in concept product creation and UX for startups.

Mochi Design Studio

JAN22 / PRESENT | Madrid, Spain (Fully remote)

CO-FOUNDER / UX-UI CONSULTANT AND PRODUCT DESIGNER

Mochi Design Studio arises from the merge of two independent studios, Vinilo Estudio and 361 Studio. In this new venture we study the connection points between the needs of our clients and those of their users, providing a transversal design solution for both digital products and services. We have an adaptable methodology that allows us to apply different methods (user testing, co-creation sessions, heuristics, interactive prototypes, etc) depending on the context of each project.

Projects/clients
Telefónica, Pull & Bear, Roche, Mutua Madrileña, AS Roma, Siroko, Bolster, Nyuron.

361 Studio

OCT17 / DEC21 | Amsterdam, Netherlands (on-site/remote)

HEAD OF DIGITAL EXPERIENCE DEPARTMENT

Ownership and operation of a global creative studio built for the digital consumer. 361 Studio offers a wide range of services from complete design & research to development. Depending on the size of each project for a client, we scale with our freelance network of professionals.

Projects/clients
Unilever, Catawiki, Loycus, Chama, Moonpig, C-Change Co, Asellion.

Toptal

SEP18 / PRESENT | Fully remote

FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

‣ Worked as a Product Designer and UX/UI Designer on various Toptal projects, including a mobile stylist app for a startup and a customer dashboard.
‣ Collaborated with top-tier professionals in Toptal's global network, delivering high-quality design solutions across different industries. ‣ Successfully passed Toptal's rigorous screening process, joining the top 3% of global design talent.

Vive Libre (Telefónica)

JAN19 / APR23 | Madrid, Spain (on-site/remote)

LEAD UX & UI DESIGNER

‣ Led digital design transformation for Vive Libre and ATAM, including UX/UI design for two Android apps, back-office platforms, and product landing pages.
‣ Developed information architecture, process flows, wireframes (low-fi & hi-fi), and a Design System with a component library on Sketch/ Figma.
‣ Collaborated with front and back-end squads, Product Owner, and maintained direct client communication.

Thinkers Co.

SEP18 / APR23 | Madrid, Spain (on-site/remote)

LEAD UX & UI DESIGNER

‣ Led UX/UI design project management, team coaching, and product design mentorship.
‣ Created customer journeys, service blueprints, process flows, wireframes, prototypes, and design systems.
‣ Conducted heuristic evaluations, user testing, and facilitated UX/UI workshops with clients.

Indigitall

JAN18 / APR23 | Madrid, Spain (on-site/remote)

LEAD UX & UI DESIGNER

‣ Built a SaaS platform from scratch, including information architecture, customer journeys, wireframes (low-fi & hi-fi), and UI design for the web application.
‣ Conducted audits for the back-office platform and corporate site, and facilitated client workshops.
‣ Directed the UI team, planned sprints with development, and collaborated closely with the CTO, Owner, and clients.

Diga 33

FEB05 / AGO05 | Madrid, Spain (on-site/remote)

FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

‣ Designed UX wireframes for Schär's global responsive website and created the UX design for Tu Comunidad, a social platform for neighbors and property management.
‣ Continued UX prototyping and developed visual responsive designs for iSkool, an online education platform.
‣ Collaborated with stakeholders and the Owner, maintaining direct client communication.

Moonpig

OCT21 / FEB22 | London, United Kingdom (remote)

FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

‣ Designed UX for the web application, including information architecture, customer journeys, and wireframes (low-fi & hi-fi).
‣ Developed a Design System and component library on Figma for the product platform.
‣ Collaborated with the Head of Design and product development squads, maintaining direct client communication.

Asellion
MAR20 / OCT20 | Amsterdam, Netherlands (on-site)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Habitant
MAY17 / DEC19 | Madrid, Spain (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Catawiki
MAY17 / DEC19 | Amsterdam, Netherlands (on-site)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Unilever
OCT18 / MAY19| Amsterdam, Netherlands (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Loycus
DEC18 / MAR19 | Madrid, Spain (remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

C-Change Co.
DEC18 / JAN19| Amsterdam, Netherlands (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Chama
OCT17 / JUL18 | Amsterdam, Netherlands (on-site)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Digital Innovation Center
JAN18 / APR18 | Madrid, Spain (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Fashiontrade
DEC15 / OCT17 | Amsterdam, Netherlands (on-site)
LEAD UX/UI DESIGNER

Mr. Popper
SEP06 / JUL17| Madrid, Spain (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Barceló Viajes (Vector ITC)
SEP13 / NOV15 | Madrid, Spain (on-site/remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

MuzikCloud
DEC18 / JAN19| Amsterdam, Netherlands (on-site/remote)
FOUNDER & CEO

Neolabels
JUL14 / FEB15 | Madrid, Spain (remote)
FREELANCE SENIOR PRODUCT & UX / UI DESIGNER

Telefónica
SEP13 / JUN14| Madrid, Spain (on-site)
SENIOR UX CONSULTANT

BBVA (BEEVA)
DEC13 / SEP13 | Madrid, Spain (on-site)
SENIOR UX CONSULTANT

Recognitions / Education

Design Mentor for Ladies that UX (Amsterdam). 2020.
Mentoring young designers for a period of over a year.

UX for Startups - Brooklyn, NYC. 2014.
Keynote given to entrepreneurs at the StartupMansion programme held in NYC

Plug & Play Accelerator Finalist. 2014.
Finalist of the Plug & Play Accelerator program in Fall 2014 with MuzikCloud.

TEDx Alcobendas. 2013.
Director of Art & producing all graphic assets for the event.

Gamification - The Wharton School. 2013.

Lean Startup - Udacity. 2013.

Adobe Flash - Roundpeg. 2009.

BA in Media Communication - Universidad Europea. 2002-2007.

Skills

- Product & UX/UI Design
- User Interface, User Interaction
- Design System, UI Kit, Style Guide
- Information Architecture
- Customer Journey, Benchmark, Empathy Map
- Whiteboardings, Storytelling, User Journey Map
- Hi-fi and Lo-fi Prototyping
- User Testing, Heuristic Evaluation
- Team Management, Agile Methodologies
- Startups, Entrepreneurship
- E-commerce, FinTech, EdTech, e-Health, IoT, Machine Learning, Artificial Intelligence, Entertainment, Social, Consumer Goods, Fashion, Recruitment/HR

Tools

Design & Prototyping
Figma, Sketch, Axure RP, Framer, Principle, Adobe Suite

User Research
Lookback.io, Typeform, SurveyMonkey, Mindnode, Google Analytics, Mailchimp

Design Handoff
Zeroheight, Storybook, Supernova, Abstract, Zeplin, Avocode

Project Management
Slack, Notion, Jira, Confluence, Asana, Basecamp, Podio, Monday.com, Trello