Roi Vázquez Morandeira

UX/UI Product & Service Designer

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Professional Summary

Hybrid UX/UI profile focused on digital product and service design. Specialized in process definition, design systems, rapid prototyping, and the integration of AI/LLMs to resolve complex business logic—ranging from international e-commerce logistics to digital banking onboarding. Strong background in software engineering, enabling seamless communication with development teams and a native understanding of technical feasibility.

Professional Experience

UX/UI & Product Designer – *Nomasystems, A Coruña July 2019 – Present*

- Designed complex logistical systems to support high-volume international operations within the fashion retail sector (Inditex).
- Led the strategic definition of digital onboarding processes for banking institutions, aligning user experience with business conversion and growth goals (Abanca/B100).

UX/UI Designer – *Agata Technology, A Coruña March 2018 – July 2019*

- Founded and structured the company's internal UX department from the ground up.
- Defined the overall design strategy, information architecture, and scalable design systems for Industry 4.0 digital products.

Service Designer – *Rrebrand, Madrid May 2017 – November 2017*

- Conducted qualitative and quantitative user research, ideation, prototyping, and testing across multi-sector projects using Design Thinking methodologies.

Software Engineering & Consulting Track *Various Companies, Madrid / Galicia – January 2003 – May 2016*

- **Vector ITC Group (2012-2016):** Frontend Developer (Java/jQuery) for Barceló Viajes; managed the Liferay content team for Inditex Careers; and implemented responsive design for the SELAE (State Lotteries) web migration.
- **VASS / Indra / Adaxe / LEDA MC / IBM / Banco Etcheverría (2003-2011):** Software estimation consulting (IFPUG Function Point Metrics) for Orange and Vodafone; Java development and web systems integration for the banking, telecom, and corporate portal sectors.

Education

- **Vostok Program in Digital Product Design & UX** – *Instituto Tramontana* (2025)
- **Master's Degree in Design and Innovation** (User-Centered Design & Creative Thinking) – *H21 Institute* (2016-2017)
- **Bachelor's Degree in Computer Science** (Management Systems) – *University of Alcalá de Henares, Madrid* (2003-2008)
- **Higher Technician in Computer Application Development** – *COFISAD, A Coruña* (2001-2003)

Skills & Tools

- **Strategy & Design:** Product Design, Service Design, User-Centered Design, Design Thinking, Design Systems, Rapid Prototyping, Process Industrialization.
- **Tools & AI Workflow:** Figma (Advanced / Tokens), AI & LLMs integration (Claude Code / Design), MCP (Model Context Protocol), Adobe Suite (Photoshop, Illustrator, Premiere).
- **Technical Background:** Software Architecture, Frontend Development (HTML/CSS/JS), Agile / SCRUM methodologies.

Certifications & Awards

- Finalist – Blue BBVA Challenge (2016)
- Introduction to Programming for Visual Arts with P5.JS – *UCLA*
- Certified COSMIC / IFPUG Function Point Analyst
- ITIL v3 Foundation – *Método Consultores*
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Languages

- **Spanish:** Native
- **Galician:** Native
- **English:** B2 (Professional working proficiency)