Néstor López de Arróyabe

Product design leader. Turning complex domains and workflows into clear, effective solutions.

From e-commerce to B2B SaaS for financial services, across Europe, North America and beyond. I lead while staying hands-on: end-to-end experiences, design systems and UX strategy grounded in research, data and A/B testing.

I've built design teams from scratch several times, setting up the people, processes and tooling. AI is part of my design workflow, from research synthesis and prototyping to design tokens and code.

EXPERIENCE

Product Management Course — 2026

XDi – Experience Design Institute, Berlin · Certified Product & Project Manager

- Hands-on program supervised by a mentor with two decades in the field: 46 deliverables applied to one product over four months.
- Built Tripdot, a group travel product, from problem framing and discovery to strategy, planning and launch plan.

Product Builder — 2026

Cultivo (personal project) · 0→1 B2B marketplace · Certified organic sector

European market

- Designed, prototyped and built a B2B marketplace on my own with Claude Code, from discovery and problem framing to working code.
- Live, production-deployed prototype built to validate the market with different user roles: five working prototypes, one per role.
- Design token pipeline from Figma to code.

Lead Product Designer — 2020–25

Lucht Probst Associates (LPA) · B2B SaaS · Financial sector

Led up to 2 designers across stages · ≈80% hands-on design, 20% leadership · European market

- Owned product design company-wide, reporting to the CPO: 4-product suite, 3 adjacent initiatives, and prototypes for Sales and Marketing.
- Designed the company design system single-handedly and shipped it as an npm package with the principal architect.
- Managed and mentored the design team, introduced new tools and processes aligned with multiple product teams.

Senior Product Designer — 2019–20

Viscaweb · Affiliate e-commerce · SEO content platforms

Sole designer in a 22-person company · US & Canada market

- Owned design across the company; hired and directed freelance specialists (illustration, visual assets).
- Developed a scalable, mobile-first design system ready for white-label customization.
- Conducted data analysis, defined metrics, built hypotheses and ran A/B tests.

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WHAT I DO WELL

UX strategy aligned with business goals

Data analysis, user research, hypotheses and A/B testing to improve acquisition, conversion and retention.

Leading as a player-coach

Around 80% hands-on design, 20% leadership. Several design teams built from scratch, including hiring, processes and best practices.

Design systems

Extended and contributed to large enterprise systems. Created a new design language three times, for B2C and for a B2B SaaS suite.

Building with AI · Technical fluency

Cultivo: from discovery to a coded product ready for market testing. Not a developer, but I've written JavaScript and connected APIs.

LANGUAGES

Fluent in Spanish and English

Lead Product Designer

2016–19

Mad Collective · E-commerce

Grew the design team from 0 to 5 · US & Canada market

- Joined as the first designer in the business unit and built the design team from scratch: hiring, training, mentorship and creative direction.
- Led the UX strategy with emphasis on business KPIs: acquisition, conversion, retention and brand recognition. Defined hypotheses and ran A/B tests.
- Implemented tools, methodologies and best practices to raise the team's craft and velocity; supported the PM team with metrics and data.

Senior Product Designer

2014–16

eDreams Odigeo · Travel e-commerce

Paired with a Senior Product Manager · no direct reports · European market

- Led UX strategy and user research for key initiatives across the platform.
- Redesigned the Flight+Hotel funnel and cross-sell touchpoints.
- Redesigned the Help Center and optimized the post-booking email flow.
- Extended the design system for product and marketing landing pages.
- Designed and tested UX improvements for the GoVoyages flight funnel.

Senior UX Designer

2011–14

Freelance · Mobile & tablet applications, touch screens, rich media

- **Hewlett Packard**, interaction design for the professional printers series.
- **iAhorro**, developed a design system for the application and rich media.
- **Deutsche Telekom**, UX strategy and design for mobile applications.
- **Kwido**, UX design for a healthcare platform for the elderly and caregivers.
- **Studio +44**, rich media (DeBeers, Nike, Boots, Reebok, Expedia, Esquire).

Lead UX Designer

2008–11

Buongiorno (now part of NTT Docomo) · B2B2C SaaS and e-commerce for mobile

Built the UX team from scratch (me + 2 designers) · ≈80% hands-on design, 20% leadership · Global market

- Designed the core B2B platform for mobile e-commerce and content, licensed to Vodafone, O2, Sony and Motorola.
- Established design processes and mentored designers across product and regional teams.
- Partnered with the Software Architect on design and technical planning, and with engineering to adapt jQuery front-end modules.

Senior UX Designer

2007–08

Omnicom Media Group · Marketing and rich media

- Online experiences for global brands (games, microsites, rich media).
- Hired and managed developers and creative providers.
- Analyzed user and business metrics alongside the account managers.

Interaction & Visual Designer

2001–07

E-learning, online portals and business applications

- **Freelance**, e-learning and online portals for agencies and the public sector.
- **N-volucion**, led the design team. E-learning and online portals.
- **Solunica E-Business**, information architecture, user flows and visual design.

SKILLS

Strategy & research

Product & UX Strategy · Discovery · User Research · Data Analysis · Metrics frameworks · Experimentation · A/B testing · Product Growth

Design systems & build

Design Systems (Creation, Governance, Scaling) · Component Architecture · Design Tokens · Front-End literacy · Dev Handoff · AI-assisted workflows

Leadership & collaboration

Growing & Scaling Design Teams · Hiring · Mentoring · Cross-Functional Collaboration · Design Process Definition & Tooling

EDUCATION

Product Management Course
XDi – Experience Design Institute
2026

AI for Designers Course
IxDF – Interaction Design Foundation
2026

MSc Internet Project Development
Mondragón Unibertsitatea
2001

Web Design & Development
Fondo Formación
2000

Bachelor's Degree in Urban Sociology
Deusto University
1999