

David Rodriguez

Barcelona raised, Berlin based. Eight years experience across banking, fitness, streaming and food tech.

EDUCATION

Intro to Programming Nanoprogram

2018 - Udacity

Master in Online Marketing & Communication

2015 / 2016 - IMF Business School

Master in Web Design

2014 / 2015 - BAU Centre Universitari de Disseny

Undergraduate Degree in Graphic Design

2012 / 2015 - EADT

LANGUAGES

Spanish & Catalan

Native

English

Professional working proficiency

German

Elementary proficiency

Italian

Elementary proficiency

HONORS & AWARDS

Best Mobile Banking App in Western Europe

Issued by Global Finance

Sep 2018

Best Mobile Tech Project

Issued by The Banker - Tech Project Awards 2018

Oct 2018

Best Project in Innovative Touchpoints & Connected Services

Issued by BAI Global Innovation Awards 2018

Oct 2018

Silver in 'Digital - New Service or Application'

Issued by London Design Awards

Nov 2018

RECENT EXPERIENCES

Aug 2025 - Current	NeoTaste Product Designer Berlin, Germany	<p>NeoTaste is a mobile app that helps users discover restaurants, cafés and bars in their city through exclusive deals while providing partner restaurants with digital tools to increase visibility and engagement.</p> <p>Contributions:</p> <ul style="list-style-type: none">• Collaborated closely with product, data and engineering teams to translate research insights into measurable outcomes that increased engagement and retention.• Synthesized user needs and business goals into intuitive flows, helping users make decisions quickly in live, context-rich environments.• Defined and scaled design system components to support consistent patterns across iOS/Android while aligning with rapid feature delivery cycles.• Generally improving usability across core user journeys in discovery, filtering, booking and deal redemption.
Jan 2023 - Jul 2025	Zattoo Product Designer Berlin, Germany	<p>Zattoo provides live TV streaming and on-demand content, offering access to numerous channels on various devices. Available in several European countries, it offers both free and subscription plans.</p> <p>Contributions:</p> <ul style="list-style-type: none">• Led design efforts for two Android teams, focusing on TV platforms across D2C and B2B products.• Created design documentation and contributed to the design system by introducing new components as needed.• Supported the product migration from native platforms to React, maintaining design consistency during the transition.• Worked with cross-functional teams, including PMs and developers, to align design strategies with business goals.• Promoted user-centered design, ensuring user needs guided the design process for better outcomes.

OTHER EXPERIENCES

Jul 2019 - Dec 2022

Gymondo

Senior UI/UX Designer
Berlin, Germany

Gymondo offers on-demand workout programs, fitness plans, and nutrition guides to help users reach their fitness goals. The subscription-based platform provides video workouts accessible across devices, allowing users to personalize their fitness journey.

Contributions:

- **Mentored junior designers**, offering guidance, feedback, and support to enhance their skills and strengthen the team.
- **Proposed and pitched ideas to stakeholders**, collaborating on product planning and roadmap definition to align with company goals.
- **Redesigned the app's architecture**, improving navigation and enabling users to find content more intuitively.
- **Established the foundation for a scalable design system**, working closely with developers and designers to ensure consistency.
- **Partnered with researchers, PMs, and analysts**, iterating on features and launching new ones based on user insights and data.
- **Developed prototypes for new features**, testing with users to inform decisions and reduce risks during development.

Feb 2017 - Jun 2019

VASS

UI/UX Designer
Barcelona, Spain

VASS (former Movetia) is a Spanish consultancy specialising in digital solutions and IT services. During my time as a consultant, I took part in a big project for CaixaBank, working in-house from their offices together with some other designers.

Contributions:

- **Designed a new banking app (iOS and Android)** to replace the outdated one, reducing maintenance costs and modernizing the user experience.
- **Established a new design system**, starting with the mobile app and later expanding it to the website and ATMs for consistency across platforms.
- **Collaborated with a consultancy to create and test prototypes**, refining user flows based on end-user feedback.
- **Worked closely with project managers and developers** to ensure design solutions met requirements and were effectively implemented.

OTHER EXPERIENCES

- May 2016 - Oct 2016 **SEAT**
UI/UX Designer
Barcelona, Spain
- Worked in 'Centro Técnico SEAT' via Rucker Lyssa.
Interior Design & Components Department.
- Contributions:**
- **Developed concepts for in-vehicle user interfaces** for the company's first electric cars, aligning with the brand's vision.
 - **Presented and refined concepts** through discussions with stakeholders and other designers, ensuring alignment with project goals.
 - **Created, tested, and iterated prototypes**, incorporating feedback from end-users and stakeholders in collaboration with industrial designers.
- Jan 2016 - May 2016 **Mobile Jazz**
UI/UX Designer
Barcelona, Spain
- Mobile Jazz it's a company which creates technology for innovative companies or startups.
I was working in a team of 20 developers and designers, helping in some projects following Agile methodology.
- Jun 2015 - Jan 2016 **Lafosca**
Junior UI Designer
Barcelona, Spain
- Lafosca was a mobile development agency from Barcelona which created iOS and Android apps for worldwide companies. I was working in a small design team, and sometimes developing for web projects too. I've got mentored by senior designers.