

David Rodriguez

Senior Product Designer

dvdrod.com

dvd.rod@proton.me

(+49) 163 4255290

8+ years designing mobile products across fintech, health & fitness, streaming and food tech. Research-driven, systems-oriented and focused on measurable outcomes.

EXPERIENCE

Aug 2025 – Present

NeoTaste / Senior Product Designer

- Redesigned onboarding flow, reducing drop-off by 63% and lifting day-1 activation by 38%.
- Designed a quest gamification system that increased trial-to-paid conversion by 22%.
- Ran referral A/B tests driving +148% referral volume (5.2% conversion rate).
- Scaled design system components across iOS and Android for rapid feature delivery.

Jan 2023 – Jul 2025

Zattoo / Product Designer

- Led design across two Android TV teams, shipping D2C and B2B streaming products.
- Guided the product migration from native platforms to React while maintaining design consistency.
- Created design documentation and expanded the design system with new components.

Jul 2019 – Dec 2022

Gymondo / Senior UI/UX Designer

- Redesigned the Go Premium screen, achieving +17% conversion and -52% drop-off.
- Built a Challenges system that reduced 3-month churn by 21% (validated with 5 usability tests).
- Mentored junior designers and established the foundation for a scalable design system.

Feb 2017 – Jun 2019

VASS x CaixaBank / UI/UX Designer

- Designed CaixaBank's new mobile banking app (iOS & Android), awarded Best Mobile Banking App in Western Europe.
- Built a cross-platform design system spanning mobile, web and ATMs.

EARLIER

2016

SEAT / UI/UX Designer – In-vehicle UI concepts for the SEAT's first electric cars

2015 – 2016

Mobile Jazz & Lafosca / Junior UI Designer – Mobile apps for startups

SKILLS

Data-Informed Design

User Research

Prototyping

Interaction Design

Cross-Platform Design

A/B Testing

iOS & Android Native Apps

Design Systems

Design Mentorship

EDUCATION

Intro to Programming

Udacity, 2018

MSc Online Marketing

IMF Business School, 2016

MSc Web Design

BAU Barcelona, 2015

BA Graphic Design

EADT, 2015

LANGUAGES

Spanish & Catalan

Native

English

Professional working proficiency

German

Elementary proficiency

Italian

Elementary proficiency

AWARDS

Best Mobile Banking App in Western Europe

Global Finance, 2018

Best Innovative Touchpoints & Connected Services Project

BAI Global Innovation Awards, 2018

Silver in 'Digital - New Service or Application'

London Design Awards, 2018