Irene Beitia
Senior Product Designer

I am a digital product designer driven by my passion for understanding people's needs and turning ideas into intuitive, functional experiences.
I love learning from both my users and my teammates, as each project becomes an opportunity for growth and collaboration. I truly enjoy the creative process and believe that teamwork, combined with a positive environment, leads to more innovative and meaningful outcomes.

Portfolio 🔗

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irenebeitia
Linkedin

Languages

🇪🇸 **Castellano**
Nivel Nativo

🇺🇸 **English**
Advanced level

Valencià
Nivell natiu/avançat

🇧🇷 **Português**
Nível básico

🇫🇷 **Français**
Niveau de base

Experience

dec 2023 — Present 📍 Remote
Lecturer & creator
DesignOps course
Shifta by Elisava

- Developed and delivered a comprehensive DesignOps course, tailored for design professionals.
- Taught core principles of DesignOps, including workflow optimization, team metrics, and stakeholder management.
- Guided students in aligning design processes with business objectives for greater efficiency and impact.
- Fostered a collaborative learning environment, encouraging discussions and hands-on problem-solving.

mar 2023 — Present 📍 Barcelona - München
Senior Product Designer &
DesignOps Manager
MediaMarktSaturn

- Lead the design team for the A/B Testing team, managing a Product Designer and a UX Researcher.
- Focus on optimizing e-commerce conversion rates through product strategies, from research to delivery.
- Improve workflows and team efficiency by implementing DesignOps practices.
- Manage stakeholders across all departments, ensuring alignment and fostering productive collaboration.

jul 2022 — jan 2023 📍 Castelló, Spain
Senior Product Designer
Bit2Me

- Led design initiatives as the Principal Designer of the Growth Product Team.
- Designed data-driven user experiences, covering user research, conceptualization, interface design, testing, and continuous iteration.
- Contributed to the creation and development of the company's design system.
- Introduced new methodologies and tools to improve design team organization and workflow efficiency.

mar 2021 — jul 2022 📍 València - São Paulo
Product Designer
Creditas

- Conducted user research and continuous discovery in collaboration with Product and Engineering teams.
- Designed intuitive navigation flows and user interactions to enhance the product experience.
- Created visually engaging product interfaces and interactive prototypes.
- Led testing and validation sessions with users to gather actionable feedback.
- Monitored product performance by tracking results and analyzing key metrics to inform design decisions.

Check portfolio for more experiences.

Education

Universitat Politècnica de València (UPV)
Degree in Industrial Design Engineering and Product Development
2013 — 2014

Universitat Politècnica de València (UPV)
Master's degree, Graphic Design
2017 — 2018

Barreira Arte + Diseño University
Master's degree, UX/UI
2019 — 2020

MrMarcel School
Design System Skills & Tools
2022

Instituto Tramontana
Design operations course
2023

Skills

Soft
- Empathy
- Assertive Communication
- Creative Vision
- Collaborative Attitude
- Growth Mindset

Hard
- Evaluative Research
- Wireframing / Rapid Prototyping
- Design Sprints / Design Thinking
- Design System

Tools

Figma
UI Design, prototyping

Maze
Product research

Enjoy HQ
Research repository

User Zoom
User Analysis

Contentsquare
Data Analysis

Tableau
Data Analysis

Confluence
Project management

Airtable
Project management

Notion
Project managment