

Irene Beitia Gallardo

Senior Product Designer · DesignOps Expert & Consultant

+34 635 809 850 · irenebeitia@gmail.com · [linkedin.com/in/irenebeitia](https://www.linkedin.com/in/irenebeitia)

Portfolio: irenebeitia.es · DesignOps: designopsfoundation.com

Senior Product Designer with 6+ years of experience in healthtech, fintech, and retail, specializing in end-to-end design from discovery to delivery. My differentiator: I combine strong product design skills with a DesignOps mindset that improves team efficiency and connects design decisions with measurable business outcomes. Founder of DesignOps Foundation.

PROFESSIONAL EXPERIENCE

Senior Product Designer @ Doctoralia (Docplanner Group) [Product Design]

May 2025 - Present | Madrid, Spain

- End-to-end UX ownership of patient-facing features across Spain and LATAM, from discovery and research to delivery.
- Led the redesign of communication flows (email, push, SMS) and the check-in experience, working closely with product and engineering.
- Introduced Figma standards and design-to-dev validation workflows, reducing iteration loops and improving team delivery consistency.

Key Results

- > Increased app downloads by 15%+ through improved communication design across email, push, and SMS.
- > Boosted check-in completion rate by 30% through a redesigned and streamlined flow.
- > Reduced design-dev friction by establishing shared standards adopted across the team.

Senior Product Designer & DesignOps Manager @ MediaMarktSaturn [Product Design + DesignOps]

March 2023 - May 2025 | Barcelona, Spain

- Hybrid role bridging product design and design operations for one of Europe's largest retailers.
- Built the DesignOps framework for the Barcelona Tech Hub: workflows, documentation standards, and handoff practices.
- Defined OKRs for the pilot Country Frontend Team and facilitated cross-functional workshops (opportunity solution trees, power-of-4) to embed UX into agile rituals.
- Designed and tested A/B experiments to boost conversion across PLP/PDP and Marketplace experiences.

Key Results

- > Improved design delivery consistency and reduced rework by 30%.
- > Boosted conversion through validated experimentation.
- > Scaled a shared understanding of UX value among stakeholders.

DesignOps Consultant & Lecturer @ DesignOps Foundation [Consulting + Education]

March 2023 - Present | Remote

- Creator of the DesignOps Metrics Framework: a structured model for measuring efficiency, satisfaction, and process health — referenced by clients across healthtech, fintech, and B2B SaaS.
- Audited design processes, facilitated discovery workshops, and defined KPIs to help teams identify bottlenecks and measure impact.
- Delivered mentorship and training programs on metrics, tooling, and cross-team collaboration.

Senior Product Designer @ Bit2me Crypto [Product Design]

July 2022 - January 2023 | Spain

- Led UX across growth and onboarding squads to optimize conversion in retail and institutional flows.
- Established the first internal Design System (tokens, components, Figma documentation) and introduced agile and ops practices to the design team.

Key Results

- > Accelerated delivery speed and improved interface consistency across the product suite.

Middle Product Designer @ Creditas (Brazilian Fintech) [Product Design]

March 2021 - July 2022 | Remote

- Designed and launched e-commerce experiences for new financial products, collaborating with engineers and business stakeholders to align UX with technical feasibility.
 - Conducted user research in Portuguese (interviews and usability tests) and built the first design process roadmap incorporating lean discovery and prototyping.
-

TEACHING

Lecturer - UX Module @ Universitat Politecnica de Valencia

July 2025 - Present | Valencia, Spain

- Teaching the UX fundamentals module within the Expert Diploma in Digital Design program.
- Mentoring students on product thinking, research methods, and interaction design aligned with real industry workflows.

DesignOps Lecturer & Course Developer @ Shifta by Elisava Design School

December 2023 - Present | Remote

- Taught over 200 professionals across multiple cohorts.
- Regularly invited as guest speaker and mentor on design maturity, systems thinking, and operational excellence.

EDUCATION

Master's in UX/UI Design - Barreira Arte + Diseno	2019 - 2020
Master's in Graphic & Editorial Design - UPV	2017 - 2018
Degree in Industrial Design Engineering - UPV	2013 - 2017

Continuous Education

Design System Skills & Tools - Mr. Marcel School	2022
DesignOps Specialization - Instituto Tramontana	2023

SKILLS & TOOLS

Design Tools	Research & Data	DesignOps	Collaboration
Figma	Dovetail	Design Systems	Jira
FigJam	Hotjar	OKRs & KPIs	Confluence
Maze	Mixpanel	Metrics Framework	Notion
Zeroheight	Usability Testing	Handoff Workflows	Airtable
			Miro

LANGUAGES

Spanish - Native **English** - Full professional proficiency **French & Portuguese** - Limited working proficiency