



Carlos Iwi

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EXPERIENCE

Bluence • SaaS • B2B • [link](#)

Senior Product designer • Mar 2024 - Present

Leading the design process in the Bluence APM (Asset Management Performance) squad.

The main objective is to acquire and retain customers through the discovery of new initiatives and the improvement of the UX from a business and technology point of view.

Genially • SaaS • B2B, B2C • [link](#)

Senior Product designer • Jun 2021 - Mar 2024

Identify opportunities and translating them into product strategy and design roadmaps. Advocating for exceptional user experiences and quality execution, working with agile methodologies with growth, activation, retention, and revenue goals across multiple squads.

Glamping hub • Marketplace • B2C • [link](#)

Lead Product designer • Feb 2018 - Jun 2021

As lead, I set up the research and discovery process, scaled the design team and communicated with stakeholders. I also worked closely with the CEO and Product Manager to develop a long-term design vision roadmap and build a strong design and product culture. At the same time I continued to design, deliver and test solutions across the platform.

UX designer • Mar 2016 - Feb 2018

As Glamping hub's first UX designer, I was in charge of defining the design, explore UX/UI solutions and promote the user-centered design culture. Cross-platform improvement of the user journey.

Wireframes, Mockups, prototypes and final designs for in-house projects like dashboard, site and app.

Hotelbeds • SAAS, Marketplace • B2B, B2B2C • [link](#)

UX designer / UI developer • Nov 2013 - Mar 2016

Advocate for good user experiences while achieving business goals working on a variety of products and services in-house and with industry leaders such as British Airways and Disney. Designed, delivered and tested B2B2C projects for accommodation, car hire, transfers and activities

EDUCATION

Advanced course of Web Design and Development

Escuela Arte Granada • Oct 2009

Higher Education Certification in Direction and Realization of Audiovisuals

IES Angel de Saavedra • Jun 2009

Higher Education Certification in Advertising Graphics

Art school of Córdoba • Jun 2006

SKILLS AND TOOLS

Skills

Hard. Product thinking, Management and Product strategy. Data analysis, User research and Testing. Mapping, Wireframing and Prototyping. Design systems.

Soft. Communication, Curiosity, Empathy, Teamwork, Open-Mindedness, Assertiveness, Storytelling.

Tools stack

Documentation and management. Notion, ClickUp, Productboard, Confluence, Jira.

Research & Testing. Google Analytics, Amplitude, Mixpanel, Metabase, Maze, Hotjar.

Design & Development. Figma, Miro, Sketch, Adobe Illustrator, Adobe Photoshop.

Other. Visual Studio, Github, HTML/SCSS, Adobe After Effects, Adobe Premiere, 3d Studio.