

Andres Arigon-Lanzani

Senior UX/Product Designer

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PROFESSIONAL SUMMARY

Senior UX/Product Designer with 10+ years of experience in both **0 to 1 product delivery and scaling existing products**, from discovery and MVP definition to launch and growth. Background spans B2B SaaS, enterprise platforms, and B2C applications across fintech, healthcare, data visualization and gaming.

Skilled in streamlining workflows, driving adoption, and reducing errors. Experienced in contributing to design systems, user research, usability testing and accessibility to ensure products are practical, usable and inclusive.

Hands-on in execution while also supporting workshops, mentoring, and design culture. Collaborative partner to cross-functional teams, balancing business goals with user needs to unlock new opportunities.

CV Story Book (AI-assisted): shorturl.at/Suyc4

CORE SKILLS

- **UX & Product Design:** User-Centered Design, Wireframing, Prototyping, Usability Testing, Interaction Design, Accessibility (WCAG)
Product & Strategy: B2B SaaS, Enterprise Platforms, Data-Driven Design, AI-Enhanced Workflows, Qualitative & Quantitative UX Research, KPI Optimization
- **Design Systems & Delivery:** Scalable Design Systems, End-to-End Product Design
- **Tools & Analytics:** Figma, FigJam, Mixpanel, UserTesting.com, Google Analytics, Confluence, Miro
- **Collaboration & Methodologies:** Agile, Lean UX, Design Thinking, Design Sprints, Stakeholder Workshops, Business & Product Thinking, Team Culture Advocacy
- **Technical Fluency:** HTML, CSS, Basic JavaScript (Responsive Design, Front-End Handoff)
- **Languages:** Spanish (Native), English (Fluent)

EDUCATION

Universitat Autònoma de Barcelona – BBA (Economics) | Barcelona, Spain

Universitat Internacional de Catalunya – Bachelor of Design | Barcelona, Spain

PROFESSIONAL EXPERIENCE

Senior UX/Product Designer | FACEIT | London, UK | Oct 2022 – Present

B2C Platforms Global esports and video gaming platform with 20M+ users

Matchmaking case study: andresarigon.com/p86.html | Recommendations: shorturl.at/A8ccP

- Revamped matchmaking systems for Counter-Strike 2 & Overwatch 2: **35%** drop-off reduction.
- Delivered end-to-end design: flows, prototypes, UI: reduced queue-related errors by **50%**.
- Led community-driven research (Discord, Reddit, surveys): **+1.2 NPS** improvement.
- Facilitated inclusive feature workshops: increased premium subscriptions by **15%**.
- Drove down support tickets: lowered operational costs and freed resources.
Tools: Figma, FigJam, Mixpanel, Discord, Confluence

Senior UX/Product Designer | Inviqa | London, UK | Oct 2020 – Oct 2022

B2B SaaS enterprise systems platform for fuel pricing and retail operations (at Tesco).

TESCO case study: andresarigon.com/projects-fuel.html

- Owned design lifecycle for Tesco's fuel pricing SaaS system: **100%** adoption, zero drop-off.
- Improved workflow reliability, reducing pricing errors by **40%**.
Built scalable design systems: accelerated SaaS feature delivery by **25%**
- Streamlined profit margin visibility: enabled smarter business decisions.
- Mentored junior designers; contributed to recruitment & onboarding.
Tools: Figma, Confluence, workshops, design systems

Product Designer | GSK | London, UK | May 2020 – Aug 2020

AI Tools & Automation at multinational healthcare company

- Designed AI/automation concepts (RPA, chatbots, ML): saved pilot teams **20 hrs/week**.
- Facilitated stakeholder workshops & Design Sprints for roadmap alignment.
- Introduced UX strategy for scaling digital innovation.
Tools: Figma, Design Sprints, AI-enhanced workflows

Product Designer | Betbull | London, UK | Jan 2020 – Apr 2020

Mobile & sports betting app

- Designed sports betting & esports apps: Improved user retention by **12%**
- Contributed to white-label design system for faster delivery.
Tools: Figma, Design Systems, User Research

Product Designer & Front-End Developer | Elemental Concept | London, UK | Jan 2018 – Jan 2020

Consultancy delivering B2B SaaS and B2C products

- Defined MVPs and UX strategies for B2B SaaS (Gift & Go): Decreased time-to-market by **6 weeks**
- Delivered research, wireframes, prototypes, and UI design.
- Implemented responsive front-end code for design and dev accuracy.
Tools: Adobe XD, Zeplin, HTML, CSS, JavaScript basics.

UX/UI Designer & Web Developer | Contrado | London, UK | May 2017 – Jan 2018

Product Designer UI/UX & Front-End | Affiliate People | London, UK | Oct 2015 – May 2017

UX Designer & Interface Developer | Peen Elcomonline | London, UK | Sep 2014 – Oct 2015

CERTIFICATIONS & TRAINING

- **IBM** | *AI & Product Innovation – Team Essentials for AI*
- **IBM** | *Enterprise Design Thinking Practitioner – Human-Centered Design for Complex Systems*
- **Google** | *Google Analytics – Data-Driven UX & Product Optimization*
- **FreeCodeCamp** | *Full-Stack Web Development – Front-End & Prototyping Foundations*
- **Universidad Europea Miguel de Cervantes** | *Marketing Management – Business Strategy for Digital Products*