

# Carlota Iglesias

UX Product Design, UX Research & Team Lead

## ABOUT ME

9+ years of international experience leading design and research for fintech, health, mobility, and edtech. Proven success driving user-centric innovation for global brands and startups alike. Passionate about crafting digital experiences that deliver business value and delight users.

 carlotaisanz@gmail.com

 [LinkedIn](#)

 [Portfolio](#)

 [Recommendations](#)

## UX Skills

User-Centred Design

User Research

Experience Mapping

Heuristic Analysis

Rapid prototyping

Value Proposition Design

Vision & Roadmapping

Business & UX Alignment

## Soft Skills

Stakeholder Management

Mentoring

Public speaking

Empathic Leadership

Workshop Facilitation

Storytelling

Resilience

Proactiveness

## EXPERIENCE

### Pearson | Senior UX Designer

Madrid | March 2025 - Present

Driving UX efforts to improve customer growth and conversion for Pearson's global digital products.

- Driving customer **growth** and **conversion**, with an emphasis on improving discoverability, streamlining the decision-making journey for new users, and enhancing the overall experience across the customer lifecycle.
- Contributing to broader business objectives around **sustaining demand**, increasing **engagement**, and delivering a seamless end-to-end experience for both new and existing customers.

### Bellve | Senior UX Designer (Contract)

Remote | October - January 2024

Designed and built a **cryptocurrency investment platform** from the ground up.

- Leveraged **AI-driven portfolio** recommendations to help users make smarter investment decisions tailored to their goals.
- **Simplified** complex **crypto finance** concepts into intuitive, easy-to-use interfaces for a wide user base.
- Bridged tech and finance through user-centric design, ensuring **accessibility** for both novice and experienced investors.

### DR Smile | Senior Product Designer

Hybrid | May - October 2024

Led product design for a mobile app enhancing the orthodontic treatment journey.

Designed a mobile experience offering real-time support, personalized treatment insights, and virtual check-ins.

- Rolled out to **6+ markets** within 2 months, contributing to a **15% increase in DAUs** compared to the previous app.
- Conducted user research, A/B testing, and unmoderated studies to drive product iteration and success metrics.

## Netguru | Team Lead & Senior UX Designer

Remote | March 2021 - April 2024

Led distributed UX teams and projects across fintech, mobility, and AI.

- **Managed** a team of 6 designers: conducted 1:1s, performance reviews, and career path planning.
- Active contributor to Netguru's **AI initiatives**, integrating research and design thinking in AI product development.

+ Careem: revamped **billing experience**, launched payments and recharge in Abu Dhabi.

+ Moove: Designed and launched a digital wallet and performance tracking app for drivers. Rolled out across 5+ markets.

- Reached **100% MAU targets**, with standout performance in **India** (98%) and **Ghana** (85%)
- Exceeded **wallet usage KPIs** by 127%, led by **Nigeria's 86% usage rate**.

## Soho House | Senior UX Designer

London | April 2019 - February 2021

Led digital innovation across mobile and web products for a global luxury hospitality brand.

- Spearheaded the concept, **design** and **launch of House Pay**, building a cashless transformation.
- House Pay is currently used by +100,000 members worldwide.
- Designed and launched a digital community experience for members, improving **retention** and **engagement**. Created a roll out **strategy** with **+10,000 members** per day. Connect contributes to a **+20% increase** of App engagement.
- Supported UX across Membership, Bookings, and eCommerce teams, ensuring consistency across all digital touchpoints.
- Managed and mentored a team of 3, fostering autonomy and individual ownership.

## All of Us (now part of BCG) | UX Designer

London | January 2018 - March 2019

Focused on discovery, research, and product design across multiple clients.

+ Google (EU HQ):

- Led research for Google's new physical space: interviewed 20+ stakeholders from VPs to IT, producing a strategic report to shape a flexible, multi-purpose workplace.

+ Transcendental Meditation (TM):

- Completed a 3-month discovery phase (including joining the TM course), conducting workshops and user interviews.
- Designed an app offering guided meditations, community access, and progress tracking tailored to the TM practice.

## Idea Drop | Product Designer & Researcher

London | April - November 2017

Redesigned the B2B **idea management platform** to improve usability and engagement.

- Conducted qualitative research and **prototype testing** with global clients.
- Delivered a clean, intuitive UI that encouraged idea submission and collaboration.
- Improved analytics/reporting workflows to support admin teams and decision-makers.

## General Assembly | Associate Instructor

London | January 2017 - May 2018

Instructor for UX Design Immersive program.

- Taught key UX methodologies and tools, mentored students 1:1, and led project critiques.
- Supported career transitions by facilitating team-building exercises and guiding job-ready project development.

## Opinno | Visual Designer

Madrid | September 2013 - October 2016

Created brand, web, and print design for high-profile clients.

- Clients included the US Embassy, BBVA, Más Móvil, Santander Bank, Harvard Business Review, and MIT Technology Review.
- Delivered creative concepts and visual design across education, finance, and tech sectors.