ALBERTO MARTINEZ LASANTA

Senior Product/UX Designer

Spanish and British nationality

Contact.

Portfolio

www.albertomartinezlasanta.com

Email

albertomartinezlasanta@gmail.com

Linkedin

linkedin.com/in/albertomartinezlasanta/

Skills.

AI-assisted design
Product strategy & problem solving
Interaction design & information architecture
Research & evidence-based design
Prototyping & testing
Product analytics & UX metrics
Design Systems & systems thinking
Cross-functional collaboration
Accessibility & inclusive design

Tools.

Figma
Claude design, V0, Figma Make
Codex, Claude code
Notion, Confluence, Miro
Fullstory
HTML & CSS

Education.

User Experience Design Immersive Course

General Assembly
Sept - Dec 2017

Master's Degree in International Business

Madrid Open University (UDIMA), Spain
2012 - 2013

Double Degree in Business Management and Law

University of Navarra, Spain
2005 - 2011

About me.

I'm a UX / Product Designer with experience across SaaS, e-commerce, and financial services, focused on turning complex user and business needs into intuitive, scalable experiences. I combine UX strategy, research, and interaction design to simplify workflows, inform product decisions, and create cohesive experiences. I work closely with Product and Engineering to build and improve digital products that meet both user needs and business goals.

Professional experience.

Senior UX Designer

Cimpress, Remote (Spain) — May 2025 - Present

- Lead UX strategy and experience development for two SaaS products, shaping workflows for design creation, reusable templates and image management.
- Strengthened stakeholder alignment and feedback loops by incorporating more user interviews and usability testing into the product development process.
- Contributed to faster feature delivery by integrating AI tools into design workflows, reducing time spent on design tasks.

Digital Product Designer

MOO.com, London (UK) — Jan 2021 - Nov 2024

- Redesigned key website workflows to simplify user journeys and improve the overall purchasing experience.
- Designed a new product purchasing experience, creating an alternative way for customers to discover and purchase products through the website.
- Contributed to the development and management of MOO's design system, establishing reusable patterns and components to support a more consistent product experience.
- Collaborated with UX, Product and Engineering to align design solutions with user needs, business goals and technical constraints.

UX Designer

Societe Generale, London (UK) — Aug 2018 - May 2020

- Designed and optimised internal financial tools, translating complex requirements into clearer and more usable experiences.
- Introduced a more user-centred design approach, balancing user needs with business objectives throughout the design process.
- Introduced user research into the team's design workflow, helping inform design decisions with a stronger understanding of user needs.

Interests.

I love playing sports, especially football and cycling. I have been playing football every Saturday since I was five! I also like to spend time with my family and friends in nature.