



# George Rengifo

Product Designer

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## Professional Experience

**Product Designer** 2023 - actualmente

**Telefónica**

I work on the global video product for Hispanic America, Brazil and Germany: Movistar TV, Vivo Play and O2 TV respectively, with a total of 18 million users.

I have participated in the migration process from Sketch to Figma and the creation of our own design system, creating and documenting components and screens for new functionalities. I led the complete design process for 3 of the 7 new functionalities launched in 2023, ensuring timely delivery and compliance with the desired quality standards across all platforms (Android, iOS, TV, and web).

I conduct benchmarking of other products to enhance our service and create new accessible features, capturing insights that can be translated into viable concepts. I design the flows and prototypes that help to understand specific functionalities.

I collaborate with cross-functional teams such as product management, development, QA, and delivery, ensuring that the product design aligns with the defined strategy. Additionally, I manage the UX writing to facilitate the development process and improve the experience in new application functionalities.

**Jr. Product Designer** 2022

**Zazume**

I designed interfaces and created prototypes that led to the transition from Webflow to code development. Additionally, I coordinated UX writing with Product Management.

With a focus on problem-solving and identifying opportunities through user research, I enhanced my skills in communicating and presenting ideas to stakeholders.

**Graphic & Web Designer** 2020 - 2021

**College of Political Science, Sociology, and International Relations of Madrid**

I was responsible for rebranding, adapting the corporate identity to the demands and preferences of new partners.

I designed and structured the website information using Wordpress, resulting in improved site navigation and accessibility. Additionally, I served as a writer and style editor for academic articles, ensuring content coherence and quality. Moreover, I produced audiovisual content such as documentation and promotional materials.

**Destination Marketing Assistant** 2017 - 2020

**Las Rozas Village - The Bicester Collection**

Throughout various roles within the company, I coordinated the Shopping Express® service, its team, and addressed any technical issues as they arose.

I spearheaded the digital transformation project and organized events with hotel groups and B2B fairs. Additionally, I designed business strategies focusing on Latin America and Southeast Asia, compiling tourism reports using Salesforce.

**Student Representative and Mentor** 2017 - 2019

**Faculty of Communication at Rey Juan Carlos University**

I was a member of my faculty board for two years, contributing to decision-making to improve it. Additionally, I mentored new students during their first months at the university, promoting camaraderie and integration.

As the founder of two student associations, I led communication and press teams, coordinating events such as Model United Nations, Parliamentary Simulations, and conferences with between 500 and 1,000 participants.

## About me

**I'm**

A passionate professional skilled in communication and applying technology to user-centered and accessible experiences leveraging complementary disciplines and always inspired to learn more.

**I'm proficient in tools such as**

Figma, Sketch  
ZeroHeight  
Visual Studio Code  
Zeplin  
Crowdin  
Adobe Suite  
Wordpress  
SalesForce

**Additionally, I'm skilled in**

Design systems  
User research and testing  
Heuristic evaluations  
Design Thinking  
Design Sprint  
Flowcharts  
Accessible design  
Documentation  
Card sorting  
UX Writing  
Sitemaps  
HTML, CSS  
Prototyping  
Photography  
Videography

**I'm fluent in**

English  
Spanish

## Education

**UX/UI Design Bootcamp**

Neoland (2022) - 500h

**Double Master's in Digital Marketing + Hotel Management and Tourism**

European Business School of Barcelona (2022 - 2024)

**Course in Digital Product Management**

School of Industrial Organization (2022) - 220h

**Course in Teaching Spanish as a Foreign Language**

Autonomous University of Madrid (2018) - 200h

**Bachelor's Degree in Audiovisual Communication**

Rey Juan Carlos University (2015 - 2019)