Daniel De la Rica Feduchi

Product Designer

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Madrid, Spain

Professional summary

With over 20 years of experience in the UX design industry, I've traversed various roles from product designer to design lead and management, and lately in product management and head of product positions.

Throughout my journey, I've acquired a deep understanding of UX design principles and methodologies, coupled with hands-on experience in leading cross-functional teams to deliver exceptional user experiences.

Experience

Freelance UX Designer & CX Consultant

Madrid, Spain | November 2022 - Present

- Provided UX and CX design services to clients across various industries, specializing in user research, service and product design, and usability testing.
- Collaborated closely with clients to understand their business goals and user needs, delivering customized design solutions that enhanced user experiences and achieved business objectives.
- Conducted CX assessments and provided strategic recommendations to enhance the overall customer experience and drive business growth.

Head of Product

Inspide, Madrid, Spain | June 2021 - September 2022

- Led product development efforts for Portall, a footfall calculation technology aimed at revolutionizing Out-of-Home (OOH) eyeballing measurement.
- Defined product vision, strategy, and roadmap in collaboration with executive leadership and stakeholders.
- Conducted market research and competitor analysis to identify opportunities and differentiate Portall in the market.
- Managed cross-functional product teams, including design, engineering, and marketing, to deliver product releases on time and within budget.
- Oversaw the end-to-end product lifecycle, from concept ideation and MVP development to user testing and market launch.
- Built strategic partnerships with industry stakeholders to drive adoption and distribution of Portall.

Lead Product Designer

Ontruck, Madrid, Spain | April 2019 - June 2021

- Promoted from Principal Product Designer to Lead Product Designer, demonstrating consistent leadership and contribution to the design team.
- Led the design team and drove the design vision and strategy for the company's products.
- Designed user interfaces and experiences for web and mobile applications, focusing on usability, accessibility, and aesthetics.
- Collaborated with product managers, engineers, and other stakeholders to define product requirements and prioritize features.
- Conducted user research, usability testing, and data analysis to inform design decisions and iterate on product improvements.
- Mentored designers and fostered a culture of design excellence and collaboration within the team.

Design Director

Garaje de Ideas, Madrid, Spain | November 2017 - April 2019

· Established and led the design consultancy department, managing a team of designers and researchers.

· Successfully grew the team to over 50 professionals through strategic hiring and talent development initiatives.

· Directed design projects across various industries, collaborating closely with clients to deliver innovative solutions.

· Provided leadership and guidance to designers and researchers, fostering a creative and collaborative work environment.

· Implemented design processes and methodologies to ensure project efficiency and quality, resulting in improved client satisfaction and project outcomes.

Freelance UX Designer

Madrid, Spain | March 2017 - November 2017

· Provided freelance UX design services to clients across various industries, specializing in user research, interaction design, and usability testing.

· Collaborated closely with clients to understand their business goals and user needs, delivering customized design solutions that enhanced user experiences and achieved business objectives.

· Conducted CX assessments and provided strategic recommendations to enhance the overall customer experience and drive business growth.

· Managed multiple projects simultaneously, ensuring timely delivery of high-quality design deliverables within project scope and budget constraints.

UX Manager/Regional UX Manager

Ticketbis/StubHub, Madrid, Spain | November 2017 - March 2019

· Directed the design process from ideation to delivery, ensuring alignment with business objectives and maintaining design standards.

· Mentored and coached junior designers, fostering their growth and development within the team.

· Following the acquisition by StubHub, transitioned into the role of Regional UX Manager for EMEA, overseeing UX initiatives across multiple regions.

· Collaborated with cross-functional teams to ensure alignment on UX strategies and goals, driving improvements to the user experience.

· Played a key role in integrating UX processes and best practices into StubHub's existing framework, contributing to a seamless transition post-acquisition.

Senior Interaction Designer/Lead Interaction Designer

Fjord, Madrid, Spain | September 2013 - June 2015

· Promoted from Senior Interaction Designer to Lead Interaction designer in December 2015

· Led the development of design proposals and sales pitches, collaborating with sales and business development teams to secure new projects and clients.

· Directed the design process from ideation to delivery, ensuring alignment with client objectives and maintaining design standards.

· Mentored and coached junior designers, fostering their growth and development within the team.

· Introduced UX research methodologies into the company culture, facilitating a deeper understanding of user needs and preferences.

· Collaborated closely with cross-functional teams to ensure alignment on design strategies and goals, driving improvements to the overall user experience.

Freelance UX Designer

Madrid, Spain | June 2011 - September 2013

- Provided freelance UX design services to clients across various industries, specializing in user research, interaction design, and usability testing.
- Collaborated closely with clients to understand their business goals and user needs, delivering customized design solutions that enhanced user experiences and achieved business objectives.
- Conducted CX assessments and provided strategic recommendations to enhance the overall customer experience and drive business growth.

Founder & Head of UX

Hanzo, Madrid, Spain | May 2010 - June 2011

UX Designer

ASPgems, Madrid, Spain | January 2010 - June 2010

Interaction & Service Designer

Designit (formerly DNX), Madrid, Spain | May 2007 - January 2010

Front End Developer

Vector Software Factory, Madrid, Spain | August 2003 - February 2007

Education

Physics

1995 - 2000
Universidad Autónoma de Madrid - Facultad de Ciencias