

# Daniel De la Rica Feduchi

Product Designer

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## Profile

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.

## Recent 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.

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### 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. I defined product vision, strategy, and roadmap in collaboration with the other departments leaderships, oversaw the end-to-end product lifecycle and managed cross-functional teams of designers, developers and data scientists.

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### Lead Product Designer

Ontruck, Madrid, Spain | April 2019 - June 2021

Designed user interfaces and experiences for web and mobile applications as part of cross-functional teams as Principal Product Designer, then promoted to Lead Product Designer after 6 months. Led the design team and drove the design vision and strategy for the company's different products, expanded and improved the design system, mentored designers and helped fostering a design and product culture throughout the company.

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### 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, mentored junior designers, created business proposals, searched for business opportunities and, occasionally, led research and design projects.

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Full CV available at [LinkedIn](#)

## Education

### Physics

1995 - 2000

Universidad Autónoma de Madrid - Facultad de Ciencias