



Alfredo Vázquez

Interaction Designer

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ABOUT ME

I am an Interaction Designer passionate about user interface and design systems. With a background in advertising and marketing, I bring to the table a strong understanding of business needs matching with functionality and aesthetics.

Over the past 15 years, I've had the chance to create and refine digital products and services across industries like finance, automotive, energy, and FMCG.

Organized, structured, and methodical, I bring strong leadership and team management skills to drive collaboration and excellence in every project I lead.

I see design as a tool to simplify and elevate experiences, guided by Dieter Rams' principle: **less, but better.**

Now, I'm ready for my next adventure.

TOOL SET

FIGMA CONFLUENCE ZEPLIN JIRA
SKETCH NOTION ADOBE CREATIVE SUITE
HTML + CSS AI

LANGUAGE

ENGLISH C1 SPANISH Native

PLAYGROUND



ASSOCIATE UI DESIGN LEAD @ ODS SANTANDER OPENBANK

AUG 2023 • CURRENT • MADRID/MÉXICO (REMOTE)

- Leading and coordinating a squad of 16 UI + UX designers.
- Redesigned Openbank's app for the Spanish, German, Dutch, and Portuguese markets, increasing customer satisfaction by 2 points in app stores.
- Designed and developed the new Bizum functionality for the Spanish market.
- Lead Designer for Openbank Wealth Crypto, the Santander Group's first venture into the cryptocurrency space.
- As Accessibility Design Manager, ensured compliance with EU AA+ accessibility standards for Openbank and Zinia (BNPL S2C).



SENIOR PRODUCT DESIGNER @ SANTANDER PAGONXT

AUG 2021 → JUN 2023 • MADRID (REMOTE)

- As external consultant working in product design for PagoNxt Client Solutions.
- Digital design of the Santander OneTrade platform.
- Iteration and update to components on the DS: Flame by Santander.
- Ideation and design of marketing and communication materials.



USER EXPERIENCE MANAGER @ WPP HOGARTH

JAN 2020 → JUL 2021 • MADRID (HYBRID)

- Coordination of a team of 6 visual designers.
- Developed Europe's largest online car store for Fiat Chrysler Automotive Group.
- Introduced Figma into the workflow —replacing Sketch, Zeplin and Invision— reducing tool costs by 18%.

CLIENTS: FCA Group, Banco Pichincha, Heineken, HBO & Moeve



INTERACTION DESIGN MANAGER @ WPP OGILVY SPAIN

AUG 2017 → DEC 2019 • MADRID

- Led digital transformation and UX optimization projects.
- Expanded the IxD team from 1 to 6 members, increasing capacity by 300%.
- Responsible of UX and Information Architecture.

CLIENTS: American Express, Correos, Iberia, BMW, MINI & Banco ING



HEAD OF USER EXPERIENCE @ WPP OGILVY MEXICO

JAN 2012 → AUG 2017 • MEXICO CITY

- Managed and supervised a team of 8 designers.
- Introduced design tools like Sketch and InVision, improving deliverable quality.
- Developed business proposals focused on UX/UI, achieving a 12% increase in the Digital Area's annual revenue.

CLIENTS: American Express, Coca-Cola, Nestlé & BlackRock

EDUCATION

2024

Master in Digital Design @ Design Graduate, Madrid

2023

Digital Accesibility @ Udemy, Remote

2023

Advance Design Systems @ Instituto Tramontana, Madrid

2022

Design Systems 101 @ Instituto Tramontana, Madrid

2016

User Experience Bootcamp B11 @ Devf · Mexico City

2009

Bachelor's Degree in Marketing @ UMAC · Puebla, Mexico