Christian Bolorinos

(+34) 686 895 447 | cbolorinos@gmail.com | linkedin.com/in/cbolorinos | cbolorinos.com

Product Strategist with 9 years of experience leading product direction, experimentation, and system-level ownership across consumer digital products. I build data-informed, user-centered products by translating user insights into actionable solutions that improve engagement, retention, and growth metrics.

EXPERIENCE

Digital Product Lead | WSA | *SEP 2023 - Present*
- Owned the strategy and optimization of WSA's digital ecosystem (website, social, newsletters), driving +169% website traffic and significant audience growth across all channels over two years.
- Led the strategy and rollout of localized country pages, simplifying access to rules, profiles, and application flows while improving clarity. Within 3 months of development 19% of users were visiting these pages.
- Led discovery, scope definition, and delivery of the WSA mobile app, aligning user needs, technical constraints, and organizational goals.
- Introduced personalized regional newsletters through segmentation of a 20K-subscriber newsletter audience, boosting open rates by 38%.
- Conducted 30+ user interviews and discovery cycles that informed app and website updates.

Product Designer (Engagement & Gamification) | 5Mins | *SEP 2022 - SEP 2023*
- Designed gamification and social interaction features that increased 7-day retention by 18% and improved repeat usage across the learning platform.
- Defined a design system/new brand guidelines and oversaw company-wide implementation.

Growth Product Lead | SwissBorg | *Mar 2022 - SEP 2022*
- Led conversion optimization initiatives for the SwissBorg website, defining hypotheses, running 15+ A/B tests, and prioritizing high-performing components.
- Designed and ran experiments via social campaigns to identify high-converting services. Experiments helped identify high-performing services, contributing to 25% lower acquisition costs for prioritized offerings.
- Built experiment frameworks to validate new product offerings before engineering investment.

UI & Digital Designer | Ria Money Transfer | *JUN 2020 - MAR 2022*
- Designed the storytelling of Ria through a series of social media campaigns and CSR programs. These included a financial literacy campaign of educational videos on social media, which increased Ria's following by over 200% (IG) and 70% (LI) in less than a year.
- Collaborated with HR and Product Marketing to craft a new employer brand identity positioning Ria as a FinTech leader; defined KPIs to monitor results through LinkedIn interaction data.
- Designed product illustrations and micro-animations for Ria's mobile app to guide users through key flows and improve interface comprehension.

Product Designer | Saturno Design | *SEP 2016 - AUG 2019*
- Established and oversaw implementation of new Saturno brand guidelines.
- Created 13 design packages including website, email, and proposal document templates. Oversaw development. Clients included K&L Gates, Barclay Damon, and Ford Harrison.
- Introduced video hero banners & promo videos into Saturno's design package.

Product Strategy, Entrepreneurship & Venture Leadership | *SEP 2013 - Present*
- Co-founded NomadsRelocation, automating visa workflows for digital nomads relocating to Spain.
- Built and launched Yaupon Rose, growing distribution to 12 retail locations, getting Instagram following from 0 to 1200 and scaling team from 3 → 15.
- Designed and developed websites and brand identities for: colectivo.ie, gomde.eu, serviceclub.com, carolinehanssen.com, and mind-distillery.com.
- Designed the social interface for the Service Club web app, where delivery drivers could upskill, submit paperwork, and exchange useful information.
- Created a marketing campaign for LensBaby, reframing their products as videography (rather than photography) products to enter a new and growing market.

EDUCATION

IE Business School | *Master in Customer Experience & Innovation | SEP 2019 - JUL 2020*
New York Institute of Technology | *Bachelor of Arts in Graphic Design | SEP 2008 - JUL 2012*

SKILLS

Product Strategy & Growth | A/B testing, Funnel optimization, Experimentation frameworks
Research & Insights | User interviews, Usability testing, Analytics (GA4, Mixpanel)
Design & Development | Adobe CS, Figma, Design systems, WordPress, HTML, CSS, JavaScript, PHP, GitHub
AI & Automation | Agentic workflows, GPT APIs, Generative AI, n8n, Task automation

LANGUAGES

English (fluent) **| Spanish** (fluent) **| Portuguese** (B1)