

# Christian Bolorinos

(+34) 623 832 297 | [cbolorinos@gmail.com](mailto:cbolorinos@gmail.com) | [linkedin.com/in/cbolorinos](https://www.linkedin.com/in/cbolorinos) | [cbolorinos.com](https://cbolorinos.com)

*Product Designer with 9 years of experience in visual craft, UX research, and emerging technology. I design intuitive, meticulously researched, data-driven digital products, bringing AI integration and automation into the process to reduce friction for users and teams alike.*

## EXPERIENCE

### Digital Product Designer | 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.
- Designed and developed 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.
- Designed wireframes, user flows, and high-fidelity UI for the Summit mobile app from early discovery through component handoff to developers.
- 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 | 5Mins | SEP 2022 - SEP 2023

- Designed gamification systems and social interaction features (user flows, interaction patterns and UI components) for a learning platform that increased 7-day retention by 18%.
- Built a comprehensive design system and new brand guidelines, overseeing implementation across content, design and engineering teams.

### Growth Product Designer | SwissBorg | Mar 2022 - SEP 2022

- Designed and ran 15+ A/B experiments on the SwissBorg website, iterating on UI components, interaction patterns and conversion flows based on data insights.
- 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.

### 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.
- Unified brand guidelines and created a DAM system that was used by developer, designer, comms, marketing and brick and mortar teams.

### 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. Established visual hierarchy, information architecture, and component standards for each. 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.
- Co-founded Yaupon Rose, building website and brand, 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 & TOOLS

**Design & Craft:** Figma, Adobe CS, Design systems, Prototyping, Micro-animations, Motion Graphics, Visual design

**Research & Insights:** User interviews, Usability testing, Synthesis, Analytics (GA4, Mixpanel)

**Product & Growth:** A/B testing, Funnel optimisation, Experimentation frameworks, Information architecture

**Web Development:** HTML, CSS, JavaScript, PHP, WordPress, GitHub

**AI & Automation:** Generative AI, GPT APIs, Claude Code, Agentic workflows, n8n

## LANGUAGES

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