

Contact

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Top Skills

Product Design
Design Systems
UX Research

Languages

Spanish (Native or Bilingual)
Italian (Native or Bilingual)
English (Full Professional)

Cristina Venanzetti

Senior Product Designer

Chiclana de la Frontera, Andalusia, Spain

Summary

Senior Product Designer with 15+ years of experience designing data-driven, user-centered products for international companies. I specialize in bridging strategy, research, and design execution, ensuring solutions meet both business goals and user needs. Experienced in leading squads, defining OKRs, and shaping design strategies, I thrive in agile, fast-paced environments where iteration and measurement drive results. Recognized for my ability to align cross-functional teams, scale design systems, and deliver impactful user experiences that move key business metrics.

Core Skills:

- Leadership & Strategy: Squad leadership, OKR definition, design strategy & tactics
- UX/UI Design: Research, usability testing, user flows, information architecture, prototyping
- Design Systems: Creation, scalability, and evolution for consistency & efficiency
- Analytics & Decision-Making: Mixpanel, data-informed design, experiment-driven improvements
- Frameworks: JTBD, design thinking, agile sprints
- Collaboration Tools: Jira, Slack, async communication, video conferencing
- Technical Skills: Front-end knowledge (Twig, SCSS, Git flow) for seamless dev handoff
- Soft Skills: Strong communicator, facilitator, and cross-functional collaborator

Experience

The Knot Worldwide

Senior Product Designer

July 2023 - Present (2 years 2 months)

Spain

- Lead design for Ads & Content squad, defining OKRs and aligning strategy with product and engineering teams.
- Designed features for fashion galleries, wedding planning tools, and onboarding flows that increased engagement and drove marketplace conversions.
- Applied JTBD framework to prioritize features based on user needs and business impact.
- Conducted user research and usability tests to inform design decisions.
- Partnered with data teams to implement new tracking events, improving experiment accuracy.

Udemy

Teacher

October 2019 - Present (5 years 11 months)

Madrid, Community of Madrid, Spain

Created and taught 4 online courses on UX Design (in Spanish), reaching a global audience of over 18,000 students. Courses consistently rated 4.7/5, reflecting high student satisfaction and strong learning outcomes.

Key contributions:

- Designed comprehensive curricula covering UX research, usability testing, information architecture, and UI design.
- Produced engaging learning materials, including video lectures, exercises, and real-world case studies.
- Supported a diverse, international student base with practical, industry-oriented training.
- Helped professionals and aspiring designers transition into UX roles through accessible and structured learning paths.

Secuoyas

Product Designer

April 2021 - June 2023 (2 years 3 months)

During my first year at Secuoyas, I designed end-to-end digital projects for a diverse portfolio of clients, handling all phases from concept to delivery. In my second year, I focused exclusively on designing solutions for McKinsey & Company.

Key Responsibilities & Skills:

- Facilitated client workshops to deeply understand business goals and align design strategies accordingly.

- Led UX research activities including user interviews, persona development, user story mapping, and customer journey mapping.
- Crafted information architectures through UX flows and wireframes.
- Managed project workflows: backlog creation and prioritization, roadmap planning, MVP definition, and agile methodologies.
- Developed and maintained design systems grounded in UX best practices, business objectives, and user needs.
- Delivered UI and interaction design using Figma and prototyping tools.
- Collaborated closely with development teams, leveraging my front-end knowledge to ensure smooth handoffs and project follow-up.
- Conducted usability testing to identify pain points and iteratively improve designs.

Freelance, self-employed

Product Designer, UX/UI Designer

November 2009 - April 2021 (11 years 6 months)

Madrid, Community of Madrid, Spain

As an independent designer, I led the design of diverse digital products across their full lifecycle, with significant experience in media company digital transformation.

Latest Projects:

- Editorial Transparency Calculator: I contributed to this project, co-funded by Google DNI, as a UX / UI designer.
- Cloud District: Designed the mobile app interface for a geolocalized game, transforming client wireframes into high-fidelity designs.
- Citypaq (Correos): Partnered with Madrid-based studio Chazz to redesign the app and coordinated closely with Everis developers for implementation.
- Amnesty International: Owned the design for the Spanish section over three years, driving consistent UX improvements. Maintenance of the Design System.
- UNIR: Redesigned the virtual campus based on client mockups to enhance usability and engagement.

El Español

UX / UI designer

September 2015 - April 2016 (8 months)

I joined El Español two months before its launch, playing a key role in finalizing the product for its successful release. Post-launch, I focused on continuous improvement and daily optimization of the website, strengthening usability,

streamlining design workflows, and contributing to the consolidation of one of Spain's leading digital newspapers.

El Pais

UX / UI designer

December 2013 - August 2015 (1 year 9 months)

Madrid Area, Spain

Designed web pages for special events and promotions, while also contributing to the ongoing improvements and daily maintenance of the newspaper's website to enhance usability and user experience.

QDQ Media

UX / UI designer

June 2012 - November 2013 (1 year 6 months)

Madrid Area, Spain

Created customizable website themes and pioneered responsive design within the company. Additionally, supported the marketing department with design solutions to strengthen brand communication.

Diario AS

UX / UI designer

July 2011 - June 2012 (1 year)

madrid

Designed dedicated sections for major sporting events and collaborated on the daily upkeep and optimization of the website, ensuring content was accessible and engaging.

TVE

Web Designer

August 2010 - July 2011 (1 year)

Madrid Area, Spain

Worked within the interactive department as a web designer, creating digital experiences for both news and entertainment sections, contributing to the modernization of RTVE's (Spanish Radio and Television) online presence.

Arya

Web Designer

November 2009 - July 2010 (9 months)

Milan, Lombardy, Italy

Designed and front-end developed websites for a range of clients, balancing creativity with technical implementation to deliver tailored digital solutions.

Education

Politecnico di Milano

master degree in communication design, graphic design · (2006 - 2009)

Politecnico di Milano

communication design, communication design - graphic design · (2003 - 2006)

Liceo Scientifico

school-leaving certificate, scientific field · (2000 - 2006)