



Iñigo Mendizábal

UX · UI · CX

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BIO

Strategic designer with 5+ years of experience designing and launching digital products from early stages through production. Contributed to defining structure and strategic direction across startups, agencies and corporate environments.

Specialised in translating data and metrics into scalable solutions, with experience in research, definition and the design of complex flows, always aligned with WCAG accessibility standards and a human-centred approach.

My motivation is solving complex problems through strategic design, creating digital solutions where looking ahead is key to success.

EXPERIENCE

Product Design and Strategy · NowEat

2025 – Present

- Conceived a unified app for restaurants (reservations, POS, phone bot, offline mode, online orders, table orders and payments), built by one person and AI agents.
- Designed the full experience across its three user roles, manager, floor and kitchen, with setup in under 10 minutes, an estimated +18% sales increase with the pilot and a reduced need for staff.
- Defined product architecture and UX flows prioritising usability and migration from the fragmented tools restaurants already use.

Strategic Design · En Marcha

2026 – Present

- Co-founder and strategic designer of the social innovation lab in La Vera, Extremadura, focused on rural territories.
- Designed brand identity, communication strategy and website, applying SEO criteria, to build institutional credibility and facilitate access to opportunities within the third sector.
- Led territorial research with mayors, associations and end users, and designed the training programs based on real local needs.

UX/UI Designer · Optimiza Recursos

2024 – 2025

- Defined the architecture and initial roadmap, prioritising features that enabled the team to launch the Robin Luz app and Optidashboard SaaS MVP in under 4 months.
- Developed the business plan, created product opportunity maps and conducted research to identify investment partners and grant opportunities.
- Led product decisions working autonomously, drawing on user testing and insights to prioritise features based on business impact and technical capacity.
- Designed flows and components for the Robin Luz app and the Optidashboard SaaS, and helped build their frontend alongside the development team.

UX Designer · Rank Eat

2024

- Worked in a highly dynamic startup environment under Agile methodologies, contributing to sprint planning in Jira and multidisciplinary collaboration.
- Translated business and user needs into user stories and interactive prototypes, making design and development teams more efficient.
- Used Hotjar to analyse user behaviour and collaborated with marketing, business and customer support teams to iteratively improve the product.

UX/CX/UI Designer · Innomad

2021 – 2024

- Designed end to end solutions for agency clients including ASOS and Citibank, from wireframes and prototypes through to final delivery, in collaboration with stakeholders, business and development teams.
- Took charge of design teams across concurrent client projects, distributing work and keeping quality consistent across deliverables.
- Facilitated user and stakeholder workshops, extracting insights that contributed to redefining key product features.
- Used Stormly to analyse customer behaviour and retention patterns on an e-commerce project, identifying actions that helped reduce churn by 7%.
- Identified a secondary feature with high adoption, contributing to redefining the product's strategic focus towards that business line.

Junior UX/UI Designer · Olistiko	2021 – 2022
- Conducted user research and usability validation, combining qualitative and quantitative methods, during the concept stage of the Olistiko app. - Documented findings and translated them into designs that helped shape the product around business goals. - Proposed incorporating real medical and psychological professionals into the product, including a panic button to connect with a professional in moments of need, based on findings from the research.	
Sports Program Manager & Developer · Keirle Park Tennis Centre	2015 – 2021
- Led the design of client experience in programs, ensuring engagement and retention. - Designed training programs, managed service touchpoints and developed new offerings such as camps and junior development programs. - Worked with club management to scale services and improve user satisfaction, resulting in a 6% monthly increase in business.	
Sports Advisor · Queenwood School	2014 – 2016
- Redesigned the junior tennis program, increasing participation by over 20 students per term. - Raised the adult program's perceived value by 150% through service and experience improvements. - Coached the Tildsley team, achieving a record representation at the tournament.	
Film & Video Editor · Video On	2011 – 2014
- Managed multiple projects from shoot to final cut, ensuring coherence and quality. - Organised complete editing workflows: narrative structure, colour, motion and colour grading.	
Camera Operator & Lighting · Yo Vi al Yeti	2005 – 2011
- Shot campaigns for Nike, Kia, Wilson and other brands with high-speed filming, advertising content and corporate productions. - Ran video projects from brief to delivery, keeping visual coherence across teams.	

EDUCATION

La Nave Nodriz	· User Experience Design Program (PDEU)	2024 – 2025
TAFE NSW	· Front-End Development Microcredential	2024
TAFE NSW	· Machine Learning Microcredential	2024
Design System University	· Design Systems 101	2022
Google Academy	· UX Design Certificate	2020 – 2021
RPT	· European Tennis Coach & Business	2013
IES Puerta Bonita	· Advanced Diploma in Image & Sound	2003 – 2007

SKILLS

User Research	Figma	Design Systems	Prototyping	Adobe XD	Miro	Notion	Jira	Trello	Hotjar
Stormly	HTML / CSS / JS	Python & ML	Photoshop	Illustrator	Final Cut	Lean UX	Design Thinking		
Agentic AI	Claude Code	Antigravity	Codex						

HOBBIES

Tennis, surf, nature, travel, art and calligraphy.