ANTONIO J. REDONDO PLATA



Principal / Lead Product Designer

AI Product Design · B2B SaaS · Fintech · Ecommerce · Design Systems

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ADPList Mentor profile: https://adplist.org/mentors/antonio-j-redondo-plata

PROFESSIONAL SUMMARY

Principal / Lead Product Designer focused on AI Product Design, B2B SaaS, fintech and Design Systems. I lead end-to-end product design across discovery, UX research, interaction design, prototyping and validation, translating complex user and business needs into scalable product decisions. Experienced partnering with Product, Engineering and Data across AI-assisted products, financial services, B2B marketplaces and enterprise workflows.

CORE EXPERTISE

- Product Strategy
- Product Discovery
- AI Product Design
- B2B Product Design
- UX Research
- Interaction Design
- Prototyping
- AI-assisted Workflows
- Information Architecture
- Design Systems
- Human-AI Interaction
- Product Leadership
- AI Prompt Design
- Usability Testing
- Stakeholder Management
- Accessibility / Inclusive Design

PROFESSIONAL EXPERIENCE

AI Product Designer (Freelance)

Freelance – Remote – Dec 2025 · Present

AI Product Design, evaluation and workflow prototyping across generative and agentic product experiences.

- Evaluate AI-generated interfaces for usability, accessibility, interaction quality and human control.
- Design and prototype AI-assisted workflows using structured prompting and human-in-the-loop interaction models.
- Explore agentic workflows for SaaS, B2B and enterprise products, translating AI capabilities into usable product patterns.

Lead Product Designer (Consultant)

Smurfit WestRock – Hybrid – Sep 2024 · Nov 2025 – Smurfit WestRock

Defined UX strategy and product direction for warehouse software serving forklift drivers and logistics coordinators.

- Conducted warehouse field studies, interviews, workflow mapping and competitive benchmarking to define priorities and a phased MVP roadmap.
- Partnered with Product and an eight-developer team, running parallel discovery and delivery workstreams to keep implementation moving as requirements evolved.
- Shipped Design System components weekly with Figma Variables, light/dark themes, and branches; final presentation satisfaction was reported at 9/10.

Lead Product Designer (Freelance Consultant)

Pravi.ai – Remote – Apr 2024 · Apr 2025 – Pravi.ai

Led end-to-end product design for an AI-assisted social-impact data platform, from research and MVP definition through scalable interaction patterns.

- Translated research on decision-making and reporting into MVP dashboards and insight-discovery workflows for a social-impact data platform.
- Aligned Product, Engineering and Data around a shared product framework for turning complex community data into actionable insights.
- Established reusable interaction and visual patterns, creating a scalable foundation for a consistent AI-assisted product experience.

Lead Product Designer (Freelance Consultant)

Plazo – Remote – Aug 2023 · Oct 2023 – Link to portfolio

Redesigned onboarding for a Spanish mobile banking product spanning prepaid card, savings and credit.

- Separated prepaid-card and credit journeys to clarify benefits, conditions, verification steps and progress.
- Validated the redesign with two independent groups of eight participants after benchmarking 15 banks.
- Clarified product understanding and improved perceived onboarding speed through the redesigned banking journey.

PROFESSIONAL EXPERIENCE

Lead Product Designer

Nivoda – Remote – Feb 2022 · Jun 2023 – Google Play / App store / Web / Link to portfolio

Led product design for a B2B diamond and gemstone marketplace, improving high-volume search, comparison and repeat-order workflows.

- Researched jewellers' workflows and translated findings into improvements across search, filtering, comparison and repeat ordering.
- Built Nivoda's Design System with Engineering, documenting 100+ reusable components to standardize product patterns.
- Increased average monthly registrations 25% in the quarter the updated experience launched.

Senior UX Designer (Consultant)

HSBC – Remote – Nov 2021 · Feb 2022 – Link to portfolio

Researched corporate KYC onboarding across business customers and internal compliance workflows.

- Mapped end-to-end KYC journeys covering documentation, case preparation, compliance review and missing-information requests.
- Identified friction in lengthy forms, dense interfaces and unclear task status through journey mapping and workflow analysis.
- Delivered a prioritised UX report with actionable recommendations for improving onboarding clarity and efficiency.

Senior UX Designer (Consultant)

Accenture – Remote – Jul 2021 · Nov 2021 – Link to portfolio

Improved an internal enterprise tool for project planning, resource allocation and progress tracking across teams.

- Combined workflow analysis, competitor research and expert UX review to identify navigation, search and resource-planning issues.
- Translated findings into design recommendations, wireframes and reusable interface patterns for subsequent development.
- Supported clearer information access and coordination for project managers and cross-functional stakeholders.

Senior UX Designer (Consultant)

Minu.mx – Remote – Sep 2020 · Jun 2021 – APP / Minu.mx

Designed onboarding, utility-payment and savings experiences for a Mexican employee-benefits and earned-wage-access fintech platform.

- Used interviews, usability testing and behavioural analysis to identify registration friction across employees, employers and third-party integrations.
- Designed and iterated onboarding, utility-payment and savings flows, carrying research findings through to production experiences.
- Average monthly registrations increased by 25% in the quarter the updated experience launched.

Senior UX Designer

Virtuallylive – Málaga – Oct 2019 · Mar 2020 – Link to portfolio / Youtube game video

Designed the mobile experience for an interactive Formula E product, translating player research into gameplay flows and interface designs.

- Conducted 20+ interviews and three surveys with 150+ responses to identify player needs and behavioural patterns.
- Tested interactive prototypes and iterated gameplay flows and interface designs based on research findings.
- Increased average session duration by 20% and achieved 90% user satisfaction.

Senior UX Designer

Lottoland – Málaga / Gibraltar – Jan 2019 · Oct 2019 – Link to portfolio

Worked on discovery and evaluation of digital betting-game experiences with Product, Design and Customer Experience teams.

- Ran stakeholder workshops and three rounds of usability testing to evaluate game concepts, interaction problems and user expectations.
- Synthesised findings into UX reports and design recommendations used to support subsequent product decisions.

Senior UX Designer

Actinver – Mexico City – Jul 2013 · May 2016 – Link to portfolio / App / Web

Led a four-designer team creating Actinver's first online-banking service, from MVP research through a redesigned V2.

- Redesigned onboarding and core banking journeys around customer research, transaction needs and security requirements.
- Generated 17,000 customer registrations in V2's launch quarter and raised satisfaction from 2/5 to 5/5 among ~200 respondents.

EARLIER EXPERIENCE

- **Senior UI Designer**
  Atrapacredito – Madrid – Oct 2016 · Dec 2018
- **Senior UI Designer**
  Viajes El Corte Inglés – Madrid / Mexico City – Sep 2011 · Mar 2013
- **Senior UI Designer**
  Surgenia – Córdoba – Feb 2008 · Feb 2011
- **UI Designer**
  ThinkSmart – Madrid – Jan 2007 · Oct 2007
- **UI Designer**
  Emutation New Media – Madrid – Jan 2006 · Jan 2007
- **UI Designer**
  Ya.com – Madrid – Oct 2003 · Jan 2006

MENTORING

ADPlist

ADPList Mentor supporting designers worldwide in UX, Product Design and career development.

TOP 10	225+	7910 mins	48 reviews
GLOBAL MENTOR	MENTORSHIP SESSIONS	Total mentoring time	100% positive feedback

Communication	98%	Motivational	99%
Problem solving	100%	Subject Knowledge	99%

TOOLS & METHODS

DESIGN

Figma · FigJam · Figma Variables · Design Systems · Atomic Design · Component Libraries · Wireframes · AI design tools · UI · App design · Responsive design

RESEARCH

User Interviews · Usability Testing · Qualitative & Quantitative · Research · Journey Mapping · Surveys · Competitive Analysis · UCD · UX Workshops · UX roadmap · KPI

AI & PRODUCT

ChatGPT · Codex · AI-assisted Prototyping · AI-assisted Coding · Human AI Interaction · Jira · Notion · HTML5 / CSS3

CERTIFICATIONS

UX

UX Alliance International: 3 UX PM Certifications · **UX Specialist:** Advanced Research · **Nielsen Norman Group:** UX Lead · UX Facilitator

OTHER

Higher Technician · Computer Application Development