



David Prieto Zurita

Senior Product Designer · B2B & B2C SaaS · AI-enhanced workflows

📍 Based in Madrid, Spain · fully-remote ready

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About

Senior Product Designer with 8+ years in B2C & B2B SaaS, working on end-to-end design across web and mobile. From discovery and ideation through to handoff, shipped and measured outcomes. Increasingly using AI tools (Lovable, UX Pilot, Claude) to accelerate both concept generation and research.

🇪🇸 Spanish (native) 🇬🇧 English (C1) 🇰🇷 Korean (B1) 🇫🇷 French (B1) 🇨🇳 Chinese (B1)

Impact

+130%

messaging increase after feature redesign

-18%

drop off of users during transaction process

+35%

user engagement increase within 6 months

Work Experience

Senior Product Designer at Collaborative Perks [↗]

Madrid, Spain — 05/2018 - Current

B2B SaaS platform for employee benefits, serving 100+ companies worldwide.

- Designed core features for an industrial marketplace that enabled our client to avoid **€3.7M** in new equipment purchases through factory-to-factory exchange.
- Led design and UX for a new module for our clients' user platform which drove a **35%** increase in user engagement within the first six months of implementation and launch.
- Co-designed and maintained core platform's **design system**, reducing design to development inconsistencies in both web and native mobile as well as implementation time during sprint cycles.
- Redesigned the transaction flow for a clients' industrial marketplace exchange platform, **reducing drop-off by 18%** and cutting completion time from **4.2 to 2.5 minutes based on analytics**.
- Designed and launched a new messaging system ahead of a major platform event, increasing monthly messages from **~3k to ~7k (+130%) in the first quarter**.
- Contributed to a sustainability-driven platform that reemployed **41 tonnes** of materials and avoided **1,400T** of CO2 emissions over six years (ongoing).

Freelance Designer

Remote — 04/2020 - 06/2021

Freelance design consultancy. Brand and UX work for early-stage clients.

Side Projects & Continuous learning

UX — MyChineseFlashcards [↗]

10/2025 - Current (WIP)

Online tool to practice Chinese using flashcards(HSK1-HSK2). Designed the information architecture, tested with real users and created a plan to prioritise fixes for the next iteration.

Participant in UX studies & behavioural research — Prolific [↗]

03/2024 - Now

Active research participant on Prolific, taking part in UX studies across multiple digital products, helping to stay close to how real users think and respond.

QA Tester volunteer — GameTester.gg [↗]

06/2023 - Now

Volunteer QA tester for indie game releases, training bug-hunting thinking and helping shape sensitivity towards finding edge cases and/or broken functionalities.

Education

Web Design & Development at Gauss Multimedia

Malaga, Spain — 09/2016 - 06/2017

Google UX Design by Coursera

Remote — 08/2022 - 04/2023

Core Skills

Research User research, A/B testing, information architecture, conversion UX

Design Software Figma, Adobe Suite, Affinity Designer, pencil.dev

Accessibility Q&A Testing, WCAG 2.2 compliance, interactive prototypes

Collaboration Scrum, Notion, Storybook, cross-functional teamwork

AI tools Vibe designing (*Lovable, UX Pilot*), Research (*Claude, NotebookLM*)

*References available upon request