

Enric de la Hoya • Senior product designer

Focused on systems, workflows, and AI

[My portfolio](#) | Phone: +34 666148541 | Email: enricdelahoya@gmail.com | Location: Barcelona

EXPERIENCE IN DIGITAL DESIGN (7 yrs 9mos)

UX DESIGNER. Oracle (Netsuite) • Barcelona

Apr 2021 - Present (5 yrs)

- Owned problem framing and discovery strategy across multi-team initiatives, shaping product direction, sequencing, and roadmap decisions.
- Brought structure to ambiguous operational problems by clarifying workflows, user mental models, and key tradeoffs early to support better product decisions.
- Facilitated alignment across Product, Engineering, Research, and senior stakeholders through workshops, system mapping, and shared artifacts.
- Designed end-to-end experiences in ERP across Sales, Quotes, Post-Order, and support workflows in complex enterprise environments.
- Translated complex requirements into scalable workflows and delivery-ready solutions without disrupting existing operations.
- Explored AI-assisted support patterns in CRM workflows, focusing on trust, explainability, and workflow-aware decision support.
- Mentored designers, onboarded new hires, and spread discovery and systems-thinking practices across the organization.

UX PRODUCT DESIGNER. Leadtech Group • Barcelona

Feb 2020 - Apr 2021 (1 yr 3mos)

- Led the design of a live e-commerce platform for the tourism industry.
- Tackled high-complexity, multi-country visa logic.
- Used live product feedback and data to drive continuous UX improvements.

UX PRODUCT DESIGNER (Contributor). Hyperloop • Barcelona

Dec 2019 - Mar 2020 (4 mos)

- Led the design of back-end solutions for a ticketing service, shaping requirements into scalable flows and supporting UI screens.

UX CONSULTANT. Altran • Barcelona

May 2019 - Mar 2020 (11 mos)

- Designed front-end and back-end platforms for the public sector, supporting entire regions and government departments.
- Solved UX problems in highly complex, constrained environments, working with multiple public stakeholders, legacy technology, and strict legal and regulatory requirements.

UX/UI DESIGNER. Kingeclient • Barcelona

Apr 2018 - Jan 2019 (10 mos)

- Designed and improved complex user flows for mobile and desktop applications in regulated fintech and insutech environments.
- Built and maintained design systems from scratch, ensuring consistency, scalability, and efficient collaboration with engineering.
- Worked in cross-functional, international teams, adapting UX solutions to multicultural and Middle Eastern markets.

SKILLS

Strategy & Product

UX strategy
Product thinking
Problem framing & opportunity discovery
Operational UX
Workflow modeling
Business alignment

Research & Insight

Research planning
Qualitative synthesis
Hypothesis-driven design
Journey mapping (B2B & B2C)
Usability testing

Structure & Complexity

Information architecture
Systems thinking
Interaction models
Complexity reduction
Platform UX

AI & Emerging Interfaces

AI-assisted workflows
Explainable AI UX
Human-AI interaction
Decision-support design

Design at Scale

Design systems
Semantic tokens
Scalable patterns & components
Cross-product consistency

Influence & Collaboration

Stakeholder alignment
Cross-functional collaboration
Decision facilitation
Mentoring & design critique

Execution

Interaction design
Prototyping
Code-based prototyping

Tools

Design (Figma, FigJam)
Code Prototyping (React, Tailwind)
Research & Collaboration (Notion, Confluence)
Analytics (Google Analytics, Amplitude)
Architecture (CAD, BIM, 3Ds Max, SketchUp)

EXPERIENCE IN ARCHITECTURAL DESIGN (8 years 2 mos)

TECHNICAL DESIGNER AND BIM MANAGER. Frapont • Barcelona

Jan 2017 - Oct 2017 (10 mos)

- Produced technical designs for complex custom woodworking projects.
- Implemented BIM workflows to support coordination, documentation, and delivery.

EARLY ARCHITECTURAL JOBS. Multiple studios • Barcelona, London & International projects

Sept 2010 - Oct 2018 (8 years 2mos)

- Worked across multiple architecture studios on residential, hospitality, mixed-use, and urban projects.
- Led the design and delivery of complex architectural projects across large-scale, heritage, and highly constrained environments.
- Translated technical requirements, regulations, and stakeholder needs into structured systems, detailed documentation, and clear visual outputs.
- Collaborated across multidisciplinary teams, balancing user needs, technical constraints, regulatory requirements, and long-term project vision.
- Built a strong foundation in systems thinking, structured problem solving, and complexity management that later informed my approach to UX and product design.

EDUCATION

AI Interfaces with Vitaly Friedman. • Online 2025

Design transparent, explainable, and trustworthy AI-driven user experiences through proven interaction patterns and ethical UX principles.

VR APP DEVELOPMENT. UC San Diego • Online 2018

Hands-on training in UX design for virtual reality, focusing on user interaction, navigation, input methods, and usability principles within Unity 3D environments.

Interaction Design Foundation • Online 2018

15+ advanced professional courses (HCI, research, interaction, accessibility, service design, data-driven UX, AR/VR, strategy), achieving multiple top-10% distinctions.

The talent MBA | IEBS Business School • Online 2017

Training in business strategy, emerging technologies, innovation models, and leading high-performance teams through corporate entrepreneurship.

UX/UI bootcamp | Ironhack • Barcelona 2017

End-to-end UX/UI design process, from user research and ideation to prototyping, usability testing, and visual interface design, in agile product teams.

International BIM Manager Master | Zigurat • Online 2016

Manage complex, multi-stakeholder systems through structured data models, governance, standards, and cross-disciplinary coordination

Erasmus exchange. Slovak Technical University • Barcelona 2012

Cross-cultural collaboration, adaptability, and ability to approach complex design problems from multiple perspectives.

Architecture Masters. La Salle-Ramon Llull • Barcelona 2006- 2015

Developed my ability to lead complex, constraint-driven projects through rigorous systems thinking, long-term vision, and structured decision-making

LANGUAGES

Catalan (Native)

Spanish (Native)

English (Proficient)

VOLUNTEERING

Creative Volunteer, World IA Day Barcelona

Architecture Guide - 48h Open House Barcelona

HONORS & AWARDS

European Kosovo 12 | Gjilan | Special Mention

Paris Market Lab | Finalist

CONFERENCES FOLLOWED

UX Lisbon (In Person)

Vienna UX Con (Online)

Service Days Barcelona (In person)