

# Irene Alegre

+34 606 76 48 51 | [irenealgi@gmail.com](mailto:irenealgi@gmail.com) | <https://irenealegre.com> | [LinkedIn profile](#)

Senior Product Designer with 6+ years of experience in design and 9+ years in startups. Transitioned from publishing to tech, bringing a passion for designing user-centric digital experiences and solving complex problems.

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## Relevant experience

### Product Designer at JOOR — May 2023 - Dec 2024 (Spain, Remote)

- Planned and implemented walkthrough guides using low-code solutions to reduce user reliance on support teams.
- Updated iPad app UI for consistency with web, improving user satisfaction.
- Introduced new functionalities on both JOOR web and iOS app, including the redesign of the contact list and customer creation flows.
- Halved the time it took to add new customers on an iOS app, speeding up the process of creating orders (core user goal).
- Led customer interviews to define the 2024 mobile strategy alongside my Product Manager.

### Senior Product Designer at Poplar Studio — Jul 2019 - Mar 2023 (UK, Remote)

- First in-house designer; contributed to seed funding, growing the team to 20.
- Led rebrand, design system creation, and applications for 3D/AR environments.
- Designed a Shopify app using Polaris and a CMS for 3D/AR viewer.
- Worked with clients like L'Oréal, Disney, and BBC.

### UX/UI Designer at Wayhome — Nov 2018 - May 2019 (London, on-site)

- Improved internal processes by designing an internal tool to speed up property reviews for Operations.
- Led user testing and research for process optimization.

### Product Designer at Carwow — Mar 2018 - Oct 2018 (London, on-site)

- Improved dealer dashboard for handling inquiries, sales, and stock.
- Designed a pricing update tool, increasing dealer efficiency by 10%.

## Marketing Campaign Manager & Designer at Onfido — Jun 2015 - Jul 2017 (London)

- Employee #30 at one of the most successful startups in the UK
  - Managed marketing operations, campaigns, and reporting.
  - Designed materials and maintained systems in early startup stages.
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## Skills

**Tools:** Figma, Sketch, InVision, FigJam, Miro, Maze, Hotjar, HTML, CSS and low-code solutions such as Pendo guides

**Techniques:** UX research, wireframing, design systems, cross-platform design, AR/3D.

**Soft Skills:** Stakeholder management, holistic design, cross-department collaboration, ability to adapt and learn about new technologies (e.g. AR/3D)

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## Education

**UX Design Immersive (2017)** at General Assembly

**Master in Publishing (2012)** at IDEC - Pompeu Fabra

**Degree in English (2011)** at University of Barcelona

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## Interests

Book collector, amateur portrait photographer, and former author of interior design books.