



Asier Mallaviabarrena Olea

🎨 Mid-level Product Designer UX/UI | 🌐 Web & SaaS Focus

👉 Cross-functional Team Player | 🚀 +7 Years Experience in Tech StartUps

Creative problem-solver with a passion for designing intuitive, accessible and scalable digital experiences. I thrive in agile teams where research, collaboration, and iteration drive every decision.

Skilled in translating user and business needs into **design systems** and **conversion-optimized interfaces**. Always curious and growth-minded, I embrace **feedback**, enjoy working closely with **developers and PMs**, and bring **clarity to complex challenges**. Passionate about creating **user journeys** that feel smooth, human, and purposeful - on **every screen size**.

Contact

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Education

2022
UX/UI Design
Certificate
Ironhack Berlin

2010
Digital & Graphic Design
Degree
CEINPRO Donostia- S. Sebastian

2007
Polymer Engineering
Bachelor of Science Degree
London Metropolitan University

Languages

Spanish: Native
German: Fluent (C1-TELC Deutsch)
English: Fluent (C1)
Basque: Native

Experience

● Apr 2023 - Present

Bonn

Klimadelegation e.V & Fridays For Future Bonn
Lead UX/UI Designer (Freelance)

- **Led the design of the platform**, covering from user research and information architecture to visual design and developer hand-off. This resulted in a significantly improved user experience, with **96% user satisfaction** and **registration time reduced to under one minute**.
- **Conducted user interviews and usability testing**, gathering key insights that informed the redesign of user flows and site structure to better align with user needs, resulting in a **63% reduction in user drop-off**.
- Designed **responsive interfaces in Figma**, improving usability across devices.
- Established and maintained a **component-based design system**, enabling consistent UI patterns, faster prototyping, and **better coordination between design and development teams**.
- **Worked closely with developers and stakeholders** in a remote, **agile team** to ensure the **seamless implementation of design solutions**.

● Sep 2022 - Sep 2023

Berlin

SOFI Sports Community Plattform
Co-founder & Sole UX/UI Designer

- **Designed the platform from scratch**, driving strong early engagement, with **42% of users** interacting with the new feature during its initial phase.
- **Created wireframes, user flows, and interactive prototypes in Figma**, enabling early validation of product ideas through user feedback and PM reviews.
- **Built a modular design system** that supported scalable UI patterns and helped the team maintain consistency across all product areas.
- **Led user interviews, usability tests, and feedback analysis** to identify friction points, which were resolved to streamline interactions - **resulting in a 30% improvement in usability**.
- **Worked hand-in-hand with developers using Vue.js, Nuxt.js, and Tailwind CSS** to ensure accurate implementation and maintain high visual fidelity throughout the build.

Tools

Creative

Figma
FigJam
Affinity Publisher 2
Affinity Designer 2
Affinity Photo 2
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Project Management

Trello
Notion
Confluence
Kanban
Google Docs
Jira
Slack
Zoom / Google Meet

Development

GitLab
Figma (Dev Mode)
Visual Studio Code
Vue.js
Nuxt.js
Tailwind CSS

Analytics

Umami Analytics

No-code website builder

Wix

● Jul 2022

SkinTheory App
UX/UI Designer

Berlin

- **Conducted UX research** to improve the app, identifying real user needs and behavior patterns, and key trends to support feature development.
- **Designed new app features, wireframes, and high-fidelity prototypes in Figma for iOS**, aligned with product and business goals.
- **Developed UI flows and rapid prototypes** to validate ideas and present opportunities for product growth - **convincing stakeholders to expand the feature set**, which led to a **56% increase in user retention**.

● Sep 2017 - Dec 2021

TechN GmbH
Industrial Designer

Berlin

- **Designed physical products and prototypes** for the hardware sector, applying user-centered principles to deliver functional and market-ready solutions.
- **Collaborated closely with engineers and manufacturing teams** in agile workflows to ensure technical feasibility and smooth production.
- **Managed a team of two CAD designers**, coordinating outputs and overseeing part of the final product—taking on **project management responsibilities**.
- **Worked in a high-pressure, high-responsibility environment**, where meeting tight deadlines and delivering quality results were critical.
- **Developed a structured, iterative approach to problem-solving**, which now forms the **foundation of my UX practice**—especially in prototyping, validation, and refinement.
- **Learned to design within strict technical and production constraints**, a mindset I now apply to build realistic, scalable digital solutions.

Skills

- User Research
- Wireframing & Prototyping
- User Flows & Journey Mapping
- Interaction Design
- Information Architecture
- Visual Design
- Accessibility
- Responsive Design
- Usability Testing
- Design Systems
- Mobile & Web UI Design
- UX Writing
- Presentation & Storytelling
- Team Collaboration (Agile)
- Problem-Solving
- Empathy & User-Centered Thinking
- Communication with Developers & Stakeholders
- HTML / CSS (basic)
- Understanding of Frameworks like React, Vue.js, Nuxt.js
- Tailwind CSS
- Component-based Design
- Git / Jira / Dev collaboration tools