



Inigo Angulo

Product Design & Growth Strategist · Zurich, Switzerland

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Product & UX Strategy

Product Discovery
User-Centered Design
Service Design Growth Design
Behavioral Analytics

Analytics & Growth

PostHog GA4 GTM Mixpanel
Amplitude Hotjar
Funnel Optimization SQL
Retention Strategy

Design & Prototyping

Figma Framer FigJam
Interactive Prototypes
Component Libraries Motion Design
System Thinking

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AI & Automation

Generative AI (ChatGPT, Claude)
Midjourney Framer AI
AI-Driven UX Flows
Prompt Engineering
Automation Strategy

I design for intelligence and outcomes

As a design and growth strategist with 8+ years of experience across PropTech, fintech, and travel, **I specialize in transforming complex systems into intelligent, measurable experiences.**

I build AI-enhanced digital products that merge behavioral insight, automation, and conversion strategy, turning user interaction into tangible business growth.

Professional experience

Experience Lead (Commerce) – WPP

Dec 2025 - Present · Remote / Zürich, Switzerland

Experience Lead for Commerce at WPP, responsible for defining and evolving end-to-end user experiences across complex, data-heavy and AI-enabled commerce platforms. Working at the intersection of UX, product, engineering and business to create scalable systems, decision-oriented interfaces and cohesive experiences across tools, agents and workflows.

Key contributions:

- Define and own the end-to-end UX vision for Commerce across platforms, tools and workflows.
- Lead the design of complex, data-heavy and AI-enabled experiences that support confident decision-making.
- Partner closely with Product, Engineering, Data and Business stakeholders to align UX with strategy and delivery.
- Translate complex business and technical requirements into intuitive, scalable user experiences.

AI & Experience Strategy Lead – Enso Co-Living · PropTech + Smart Living

May 2025 – Dec 2025 · Remote / Zürich, Switzerland

Led AI-driven experience strategy for a next-generation co-living and real-estate platform. Designed adaptive, data-aware interfaces that enhance community living, streamline property operations, and scale internationally.

Key contributions:

- Led product strategy for a next-gen coliving platform, leveraging AI-enhanced onboarding flows to reduce friction 22 %.
- Developed and implemented a scalable design system integrated across multiple digital touchpoints.
- Employed PostHog and Mixpanel for behavioural analytics, translating data into actionable UX optimisations and retention improvements.

Inspiration

Art keeps my sense of composition and balance alive, it reminds me that **beauty often lies in structure and restraint**. History fuels my curiosity about how ideas evolve through time and how cultures shape the way we think and create.

Photography helps me slow down, observe light, and capture meaning through small details that often go unnoticed. **Hiking through Swiss trails is my way to reset, reconnect with simplicity, and find clarity**; it's usually in those quiet moments outdoors where new ideas begin to take form.

Education

NEOLAND UX/UI & Digital Design

2017 **Madrid, Spain**

LCC London MA Graphic Branding

2016 - 2017 **London, UK**

Universidad del Pais Vasco University degree on Design & Arts

2011 - 2015 **Bilbao, Spain**

Languages

English - Professional

Spanish - Native

Russian - Fluent

Portuguese - Fluent

German - Basic

Conversion & Experience Optimization Designer – GetYourGuide

Oct 2024 - May 2025 · Zürich, Switzerland

Owned experimentation and optimization within the checkout and payment funnel for a leading global travel booking platform.

Combined design, analytics, and behavioral psychology to reduce friction, increase booking rates, and align experience consistency across markets.

Key contributions:

- Spearheaded the end-to-end redesign of the checkout funnel, achieving +11 % conversion uplift.
- Designed and executed experimentation programmes (GA4 + PostHog) to identify drop-off points and drive funnel optimisation.
- Introduced a growth-driven CRO framework aligning UX enhancements with business KPIs across EU markets.

Lead Product Designer – Crowdhouse AG · Luxury Trading Platform

Jan 2022 – Sept 2024 · Zürich, Switzerland

Led the end-to-end design of a high-end digital portfolio management platform for luxury vehicle trading and investment. Collaborated directly with Ferrari Switzerland and top-tier collectors to deliver a premium, data-informed product experience.

Key contributions:

- Designed a premium investment platform for luxury vehicles, delivering elevated UX for high-net-worth users.
- Collaborated with Ferrari Switzerland and private collectors on bespoke product experiences, from discovery to prototyping and hand-off.
- Managed comprehensive product cycles including research, user flows, high-fidelity prototypes and development collaboration.

UX UI Consultant – Pitcher AG · Pharma & Enterprise Clients

June 2021 – January 2022 · Remote / Zürich

- Delivered end-to-end UX strategy and design sprints for enterprise clients including Moderna, Schneider Electric and Ferrero, enabling cross-functional teams to adopt user-centric, research-backed product practices.

Product Designer – The Adecco Group · HR Backoffice Tools

Apr 2020 – Jun 2021 · Zürich & Berlin

Designed and optimized internal recruitment and HR automation platforms across multiple markets, leading product definition, workflow optimization and data-driven validation.

Product Designer – ING Bank · Digital Banking

April 2017 – April 2020 · Madrid

- Created ING's multi-country design system and led secure UI component design, improving accessibility and usability across digital banking flows in collaboration with engineering squads.