

Inigo Angulo

Product Strategy, Design & Growth

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SUMMARY

Product builder with 9+ years across commerce, fintech, PropTech and travel. I operate across the full stack of product work: strategy, design, and the analytics that prove it. I turn ambiguous, data-heavy problems into clear products with commercial value.

EXPERIENCE

Experience Lead, Commerce | WPP

Dec 2025 - Jul 2026
Zurich

- Owned product and experience strategy for complex, data heavy enterprise B2B platforms.
- Led the design of decision-oriented interfaces across every surface the client teams used.
- Ran product definition with engineering, data and business stakeholders, and defined the experience standards other platform teams reused.

AI & Experience Strategy Lead | ENSO Co-Living

May 2025 - Dec 2025
Zurich

- Directed product and the development roadmap, aligned with CEO and CTO: targets, workshops, design direction and dev review.
- Rebuilt onboarding as the core product surface: an AI-enhanced flow cut friction 22%, drove 4x adoption against projection and lifted booking conversion +34%.
- Ran the platform across Lisbon, Valencia, Madrid and Barcelona without a per-market rebuild, and supported the expansion to London.
- Built the design system running across every digital touchpoint, and ran behavioural analytics in PostHog and Mixpanel to turn usage data into prioritized product decisions.

Conversion & Experience Optimization Designer | GetYourGuide

Oct 2024 - May 2025
Zurich

- Ran the checkout experimentation programme: 10 A/B tests across 4 EU markets, +11% conversion uplift across EU markets.
- Owned instrumentation and analysis in GA4 and PostHog, locating drop-off and setting the funnel roadmap.
- Tied product changes to business KPIs so roadmap arguments were settled by tests, not opinions.

Lead Product Designer | Crowdhouse AG

Jan 2022 - Sep 2024
Zurich

- Led product for a luxury vehicle trading and investment platform: a portfolio experience where collectors manage vehicles the way they would manage equities.
- Worked directly with Ferrari Switzerland and private collectors to define requirements for high-net-worth users.
- Owned the full cycle: research, user flows, high-fidelity prototypes and handoff to engineering.

UX UI Consultant, Enterprise Clients | Pitcher AG

Jun 2021 - Jan 2022
Zurich

- Ran discovery and delivery on an enterprise B2B SaaS platform for Moderna, Schneider Electric and Ferrero.

Product Designer, HR Backoffice Tools | The Adecco Group

Apr 2020 - Jun 2021
Zurich & Berlin

- Owned product definition for internal recruiting and HR platforms across multiple markets, validated with usage data.

Product Designer, Digital Banking | ING Bank

Apr 2017 - Apr 2020
Madrid

- Built ING's multi-country design system, adopted by engineering squads across multiple countries.
- Led secure component design for digital banking in a regulated environment.

SELECTED PROJECTS

KODO | Founder | Product & Design Python | Flask | Telegram Bot API | Hyperliquid

- AI arbitrage bot trading perpetual futures on Hyperliquid, running on real money. Defined the product and built it solo with an AI native workflow. v1 showed 23 metrics and the operator needed half an hour to decide; v2 answers one question.

RetailNorm | Founder | Product & Design Personal product | Live

- Cross-platform retail media analytics, live. Normalized incomparable ROAS data into a single trustworthy view, with executive and technical modes. 40x faster reporting.

SKILLS

Product & Strategy	Product Strategy Roadmapping Discovery Prioritization Requirements & User Stories Go-to-Market Stakeholder Management Agile Delivery
Design & Prototyping	Design Systems Component Libraries Interaction Design Responsive Layouts Accessibility Design-to-Code Handoff Figma Framer
Analytics & AI	PostHog GA4 Mixpanel Amplitude SQL A/B Testing Funnel & Retention Analysis Claude Code Cursor AI-Assisted Prototyping Generative AI in Product

EDUCATION

UX/UI & Digital Design NEOLAND	2017 Madrid
MA Graphic Branding London College of Communication	2016 - 2017 London
BA Design & Arts Universidad del País Vasco	2011 - 2015 Bilbao

LANGUAGES

English - Professional	Spanish - Native	Russian - Fluent	Portuguese - Fluent	German - Basic
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