

Álvaro Alcaraz Delgado



Lead Product Designer | Design Systems & Product Strategy

Based in Spain · Remote

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PROFESSIONAL SUMMARY

Lead Product Designer who connects product strategy with hands-on design. I lead design work from early exploration to delivery, bring structure to complex systems and help teams make clear, collaborative decisions. Experience spans design systems, onboarding and authentication, Safer Gambling, product innovation and future streaming experiences, in agency, freelance and in-house settings.

EXPERIENCE

Lead Product Designer, tombola

Jul 2024 to present | Gibraltar · Remote

- Lead design initiatives with a focus on evolving a multi-brand Design System, working hands-on and in close collaboration with Product and Engineering.
- Drive work on component architecture, design tokens, accessibility and reusable patterns to support consistency across digital experiences.
- Help establish design standards and coordinate design reviews, QA and design sign-off throughout delivery.
- Line-manage and mentor a designer, supporting their ownership and autonomy.

Freelance Product Designer, think studio

Jan 2022 to Jul 2024 | Remote

- Independent freelance practice delivering digital product design and UX projects for clients across different industries, from research and user journeys to interaction design and prototyping.
- Led and contributed to design initiatives, working directly with clients and stakeholders from early concepts to design delivery.
- Ran collaborative workshops to support user-centred design and knowledge sharing.
- Featured project, DAZN: led the design direction for a small team exploring future streaming experiences, from user journeys and high-fidelity prototypes to presenting concepts and a product vision to stakeholders.

Lead Product Designer, Totality Platform

May 2023 to Jan 2024 | Remote

- Led the agency's design department, combining people management and design leadership with hands-on product design.
- Managed a team of designers, providing direction and supporting the delivery of design work across projects.
- Defined design processes, standards and ways of working, and reviewed and approved design work to maintain quality.
- Worked directly with clients in meetings and design decisions throughout projects.

Entain (formerly GVC Group)

Oct 2019 to May 2023 | Gibraltar

Lead Product Designer | Jan 2022 to May 2023

- Led product design initiatives across Entain's digital experiences, combining strategic thinking with hands-on UX and product design.
- Safer Gambling: worked on ARC (Advanced Responsibility and Care), an initiative focused on responsible gambling and player protection.
- Product innovation: led the design exploration for Level Up, developing gamification concepts focused on player engagement.
- Guided design direction and collaborated with stakeholders to shape and communicate product proposals.

Product Designer | Jan 2021 to Jan 2022

- Took greater ownership of product design initiatives, working with increasing autonomy on more complex features.
- Contributed to product discussions and design decisions, balancing user needs, business goals and technical requirements.
- Began mentoring other designers, sharing feedback and contributing to collaborative design work.

Associate UX Designer | Oct 2019 to Jan 2021

- Worked on UX design for onboarding and authentication experiences across Entain's digital products.
- Contributed to improving registration and login journeys, and supported account access and two-factor authentication (2FA) experiences.

SKILLS

Design: Product Design, Design Systems, Product Strategy, Design Leadership, UX Design, User Research, Prototyping, Interaction Design, Design Thinking

Tools: Figma, FigJam, Sketch

Web: HTML5, CSS

EDUCATION AND TRAINING

- UX/UI Design Bootcamp, Ironhack, 2019
- Higher Vocational Diploma in Tourist Accommodation Management, Formatic Barna, 2013 to 2016
- Figma Advanced, LinkedIn Learning, Sep 2022

LANGUAGES

Spanish (native or bilingual), English (native or bilingual), French (B2)