



Rafael Moreno Moreno

Product Manager with a background in digital design, bridging creative vision and technical execution. I lead multidisciplinary teams to shape strategies grounded in business goals and metrics, turning complex challenges into clear, user-focused products.

EXPERIENCE

North

Barcelona, Spain - Jul 2020 - Present

Product Manager — Cupra & Facilitea (Caixabank)

Leading product strategy and delivery in automotive and banking (ecommerce) sector, aligning business goals with impactful product outcomes.

- Defined roadmaps, KPIs, and feature priorities to align business objectives with user and technical needs.
- Managed and scaled a multidisciplinary team, leading reviews, 1:1s, and retrospectives while ensuring cross-functional collaboration and delivery excellence.

Product Designer — SEAT/Cupra

Designed and delivered in-car digital interfaces collaborating with engineering teams and stakeholders to ensure usability and brand consistency.

- Delivered full HMI systems, iterating from initial sketches to production rollout, ensuring design quality through multiple development phases.
- Conducted market research and competitive analysis to define design trends and guide long-term product vision.

Stradivarius (Inditex)

Cerdanyola del Vallès, Spain, Feb 2016 - Sep 2019

Studio Manager (E-commerce)

Led post-production studio operations, ensuring quality, efficiency, and alignment with commercial priorities.

- Managed team workflows, dashboards, and Photoshop processes to increase productivity.
- Collaborated with commercial teams to prioritise content and maintain image quality standards.

EDUCATION

Ironhack (Barcelona) UX/UI Design Bootcamp, 2020

IDEP (Barcelona) Master's in Professional Photography & Digital Image Processing, 2013 - 2014

University of Málaga Bachelor's Degree in Media and Communication, 2009 - 2013

SKILLS

Product strategy & roadmaps
Stakeholder management
Team leadership
Task prioritisation
Design orientation
Process improvement
Metrics-driven
High-quality standards

CONTACT

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