

Luis Torrent

Senior Product Designer

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ABOUT

I am a Senior Product Designer, based in Berlin with 12+ years of experience building products. I move between craft, strategy, systems architecture, and leadership. Lately I also dabble in agentic AI and code.

EXPERIENCE

Mula, *Product Design Lead*

Mar 2022 – Present

- Built and owned the design function from scratch at a B2B SaaS startup, scaling from sole designer to a team of 4 across 4 squads serving both the client-facing product and the internal operations platform
- Built a real-time product configurator enabling customers to customise and preview merchandise before ordering, reducing high-stakes decision anxiety on high-value orders and cutting the average design phase by 45%
- Built an AI agentic workflow that onboarded 8,000 new products to the catalog in 3 days, replacing 1.7 months of error-prone manual tagging with greater accuracy and zero cost for every future product onboarding
- Built and maintained the design system in Figma, including a component library, then developed a Figma-to-React extraction pipeline using AI prompts to automate variable export and seed component documentation
- Redesigned the end-to-end customer order experience, eliminating platform complexity that was redirecting 10–15 hours per manager per week across Sales and Customer Success; prototype testing showed task completion in under one-third of the original time
- Rebuilt the operational foundation for European market expansion, mapping the full order lifecycle across 5 internal teams, exposing critical off-platform gaps driving customer churn, and leading interventions that improved order punctuality

Zalando Lounge, *Senior Product Designer*

2019 – Mar 2022

- Led two embedded design teams (5 designers across 2 product pillars) delivering feature-level shipping while simultaneously owning 2 long-horizon product strategy workstreams and leading a cross-market infrastructure migration, operating across execution and vision in parallel
- Owned discovery, problem framing, and exploratory ideation for the Personal Relevance product strategy, producing the experience narratives that shaped one of 8 long-horizon opportunity areas in Zalando Lounge's 2023 company vision; the first initiative executed from that strategic foundation achieved a +5% GMV lift (~€40M)
- Owned product strategy for the Post-Shopping experience, leading discovery across 6+ research streams, synthesising findings into a strategic framework, and producing the experience narrative that directly informed C-level roadmap prioritisation
- Led end-to-end redesign of MyLounge, conducting 20 stakeholder and customer interviews, building individually personalised prototypes using real shopping data from participants to test personalisation, and delivering a 14-feature A/B test roadmap; shipped campaign preview feature drove an 18% engagement increase
- Led design of Zalando Lounge's first-ever multi-domain migration, designing a country identification system and multichannel communication strategy to transition all customers in Sweden, Denmark, and Finland to three localised sales channels, supporting an €80M+ GMV growth opportunity
- Designed automated category navigation for Zalando Lounge, adapting an existing taxonomy to generate dynamically from campaign assortment rather than manual curation, eliminating ~110 hrs/week of manual operations work, enabling cross-campaign navigation as a new platform capability, and reversing 3 consecutive prior failed iterations

Zalando Lounge, *Product Designer*

2015 – 2019

- Led end-to-end redesign of the Zalando Lounge checkout, sole designer owning research, design, and delivery across a critical conversion surface
- Took full design ownership of the Engage product area when the CFA was formally structured into pillars (2018), directing design scope across a growing cross-functional team

Zalando Lounge, *Junior UX Designer*

Oct 2013 – 2015

EDUCATION

Professional Master in Graphic and Web Design

ESDIP Escuela de Arte, Madrid

Professional Diploma in Multimedia and Web Design

Dublin Business School, Dublin

SKILLS

Design: Product Design • Service Design • Design Systems • Interaction Design • Visual Design • Information Architecture • Systems Thinking • Design Thinking • Prototyping

Strategy: Product Strategy • PRD Writing • Roadmap Definition • Cross-functional Collaboration • Stakeholder Storytelling • User Research • Workshop Facilitation

Leadership: Team Leadership • Mentorship & Coaching

Development: AI-assisted Development • Agentic AI Workflows

Tools: Figma • Cursor • Claude Code • n8n • GitHub • Adobe Creative Suite • Jira • Confluence • InVision • UserZoom

LANGUAGES

Spanish — Native **English** — Fluent **Italian** — Conversational