

Alex Nogues

Product and Service Designer

alexnogues.com - [linkedin.com/in/alexnogues](https://www.linkedin.com/in/alexnogues)

hello@alexnogues.com - 07454420077

English/Spanish: fluent

Summary

I bring with me 10+ years in B2B and B2C industries, working end-to-end across product design. I've led design strategy and user research in organisations large and small (private and public sector), shaping roadmaps and leveraging effective collaboration in fast-paced environments. My goal is to improve business outcomes and users' lives by designing intuitive, accessible and user-centred services/solutions.

Work experience

UX Lead - Ideas + Outcomes (Commonthread Group)

Feb 2026 - May 2026, London.

Responsible for UX thinking, execution, delivery and quality across client programmes (UX end to end), working closely with strategy, creative, and delivery teams. UX delivery and ownership, user research and insight, design and implementation, collaboration, facilitation and contribution to growth.

Lead Product Designer - Nitsnets/Small

Jan 2024 - Nov 2025, Spain (remote).

End-to-end ownership of product design and customer journey. I led strategy, research and POCs from user testing to the transition into the production (handoff and QA). I improved processes in order to mature design practices, getting buy-in and helping product move faster while improving user experience.

Senior UX Designer - Digirati

Sep 2022 - Nov 2023, London.

User research and concept prototyping for various cultural heritage institutions such as The Getty Foundation, The Library of Congress, University of Ghent, etc. Development of in-house products running on IIIF technology (Madoc and Manifest Editor).

Senior UX and Service Designer - Somo Global (CI&T)

August 2021 - September 2022, London.

I co-created and documented the design system (with a focus on consistency, scalability and actionable data) for European professional investors at Vanguard, and led a research and innovation project on process optimisation at Janus Henderson Investors.

Senior UX and Service Consultant - Sopra Steria

April 2019 - July 2021, Edinburgh.

Senior Consultant across different Service Design, Digital Transformation and Usability projects for the Scottish and British Governments as well as other public institutions. I delivered compliant and accessible user-centred solutions within the GDS standards, managed stakeholders and leveraged multi-disciplinary collaboration across departments.

Visiting Lecturer - University of Edinburgh

2018 - 2019, Edinburgh.

I taught several lectures and workshops on Research Poster Design for PhD, Masters students and undergrad students.

Senior UX Designer - SolarWinds MSP (N-able)

September 2018 - January 2019, Edinburgh.

Dashboard design and data visualisation of complex monitoring solution. My work was to improve reporting, enhance usability and explore usage patterns with Data Scientists to forecast events.

UX Designer - Nitsnets

July 2017 - September 2018, Spain (remote).

Prototyping, research and visual design for e-commerce sites, B2B platforms and SaaS applications.

Senior Project Manager - Winning Moves UK Ltd

June 2016 - June 2017, London.

Budgeting, logistics, communication and cross-functional collaboration with Development, Sales and Production. Shipped projects effectively throughout the supply chain while meeting lead times.

Product Development Manager - Winning Moves UK

May 2013 - June 2016, London.

Art Direction, concept development, content research and copy writing. Co-leading the design team, delivering artwork for clients like Disney, Warner Bros, Nickelodeon, Cartoon Network, Marvel, LucasFilms, DC and many others.

Business Analyst - Everis IT Consulting Services

May 2010 - Mar 2013, Madrid.

Junior Project Manager - Cesser Digital

September 2007 - May 2010, Barcelona.

Intern Project Assistant - New Zealand Trade & Enterprise

April 2007 - July 2007, Valencia.

Education

Certificate - Scenario Planning and Strategic Foresight

2026, online.

London School of Business Administration (LSBA).

Certificate - User Experience and User-centred Design

2017, online.

UC San Diego.

Certificate - User Experience and User-centred Design

2016, online.

Georgia Tech.

Master's Degree - MA in Marketing Management

2006 - 2007, Valencia.

ESIC Business School.

Master's Degree - MFA Fine Arts: Communication and Design

2000 - 2006, Valencia.

Universidad Politécnica de Valencia.

Relevant keywords

Information Architecture, Information Security, Product Design, Business objectives, Business goals, Copywriting, Cross functional, Cross-functional, Communication skills, Documentation, People management, Problem-solving, ISO, ISO standards, Visual design, Stakeholder Management, Prototypes, Typography, Attention to detail, Decision making, Business Alignment, Collaboration, Analytics, Accessibility, Accessibility Standards, Web Accessibility, Strategy, collaboration, UX, UI, UX/UI, UI Design, Service Design, User Journey, Service Blueprint, Component libraries, Design System, Design Systems, Digital Products, Project Management, Project Ownership, back-end, front-end, Backend, Frontend, User Research, Strategic Research, Digital Products, Product Ecosystem, Communication skills, Digital Transformation, User feedback, Mockups, Wireframes, Design Patterns, Rapid Prototyping, Risk management, Compliance, Problem-solving, Product features, Mobile app, Desktop app, Responsive, Constructive feedback, Product Lifecycle, User empathy, Interpersonal skills, Dashboards, Data visualisation, User-centred design, Responsive Design, Value proposition, Business strategy, Customer needs, User needs. Finance, fintech, e-commerce, Government, Public Sector, GDS, publishing, academia, teaching, CRM, B2B, B2C, D2C, SaaS, Miro, Asana, Agile, Figma, Penpot, Scrum, Kanban, Jira, Confluence, Notion, Enterprise software, Ticketing, Adobe XD, Axure, Adobe, OptimalWorkshop, Maze, Decibel, UserZoom, HotJar, Google Analytics, Mural, Zoom, Office 365, Google Suite, Teams, Slack, Storybook, Workflow, Hybrid, Remote, On site.