

Pablo Domínguez

Design Leader

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Summary

"Leave it better than you found it."

Design leader with over 25 years of experience spanning agency, startup, and enterprise environments across Spain and the UK. I lead teams while staying hands-on, working through interaction and pixel-level detail, facilitating design sprints, and shipping alongside the people I manage. A generalist by background, I've worked across research, interaction design, visual design, front-end development, and product strategy, and I'm currently exploring how AI-assisted tools are changing how designers design and build. I'm looking for roles that combine people leadership with real, hands-on craft.

Core Skills: Hands-On Design Leadership · Design Sprints & Facilitation · Product Strategy · Interaction & Visual Design · Front-End Development (HTML/CSS, Astro) · AI-Assisted Prototyping (Claude Code, Cursor) · Mentorship & Coaching · Cross-Functional Collaboration **Languages:** Spanish (native) · English (fluent)

Experience

Just Eat Takeaway.com · Bristol, UK

Product Design Team Lead, Customer Order Experience · July 2019 – Present

- Leading a global team of product designers, focused on developing the team and helping each designer do their best work.
- Partnering with cross-functional product and engineering leaders to define how design collaborates most effectively to drive value across the organisation.

- Stay hands-on alongside the team, working through interaction and pixel-level details and facilitating design sprints, rather than leading from a distance.

Senior Product Designer · September 2015 – July 2019

- Senior designer for the international Just Eat platform.
- Designed a new search results UI, the Favourite Places feature, and basket recovery.
- Led the redesign of checkout and created the new global menu-ordering experience.

Nerv · Cheltenham, UK

Lead UX Designer · September 2014 – August 2015

- Lead designer on UX projects for a small creative agency acting as an in-house team for major brands.
- Led the redesign of the Topshop website for its fall/winter fashion campaign.
- Designed a new internal publishing tool for Harper's Bazaar writers; defined UX for the Money Clothing store.

tinybigstudio.com

Founder & Product Design Freelancer · October 2012 – September 2014

- Founded and ran an independent design studio delivering websites and apps for clients of all sizes, including NFL, Eurobookings, Astaro, Red Arrow, and Links Golf.
- Full-service design and build: WordPress development, custom e-commerce themes, and logo/visual identity creation.

Earlier Career (1999 – 2012)

- **Product Design Lead**, 11870 (2011–2012): Led UX for the iOS/Android redesign of one of Spain's earliest unicorn startups, a leading restaurant-discovery platform.
- **Web Design Manager**, CaixaBank Banca Privada (2003–2011): Defined digital strategy and led the website redesign for CaixaBank's private banking division, Madrid.
- **Web Design Team Lead**, CaixaBank (2001–2003): Led a small in-house and contractor team redesigning the Caja Madrid Group's websites.

- **Web Designer**, e-Netfinger (1999–2001): First design role; early web design and Flash animation work, including the redesign of alfutbol.com.
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Currently Building

- pabsdominguez.com: Designed and built my own portfolio site end-to-end in Astro, using AI-assisted tools (Claude Code, Cursor) to sharpen front-end skills.
 - [Darbuka Companion](#): Solo-built a rhythm-learning app for darbuka (freemium, offline-first, cross-platform), handling product design, content, and front-end implementation with AI-assisted development tools.
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Community & Mentorship

- **Co-Founder & Mentor, Padawanes** (Apr 2020 – Jan 2022): Co-founded a non-profit mentoring initiative pairing senior and junior Spanish-speaking designers to promote diversity in digital design.
 - **Product Design Mentor, UXPA International** (Oct 2019 – Oct 2020): Mentored early-career designers through pro-bono coaching; gave a talk on Jobs-to-be-Done as a research method.
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Education

Universidad Complutense de Madrid BA (Hons), Media & Digital Communications — 1994–1998