Diego Arroyo Rodríguez

Principal Product Designer



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About me

Principal Product Designer with 5 years designing a product suite for the energy sector, from complex B2B tools to a B2C customer portal, working with an AI-native workflow end to end: **Claude Code** integrated with Figma via MCP, plus Figma AI, for research, design on top of the design system, code prototyping and development specs. I specialise in design systems that design and engineering genuinely share, and in bridging the two. When a process has friction, I build the tool: from idea to working pilot, and from pilot to production. Alongside this, through my studio Unocomacero, I design and build websites for NGOs and social-impact projects.

Core skills

- **Design systems:** tokens, variables, colour ramps and components aligned between Figma and code; component documentation with do's and don'ts; governance of design-to-development consistency.
- **AI-native design and prototyping:** Claude Code integrated with Figma via MCP and Figma AI; code prototypes to validate ideas fast; development specs; internal tools built with Claude Code.
- **Complex B2B and B2C product:** data-dense, regulation-heavy flows for expert users, and a portal for end customers; information architecture, flows, wireframes and prototypes.
- **User research and usability:** interviews, surveys and usability testing; heuristic audits; web accessibility (WCAG).
- **Product and engineering:** Scrum; translating between business, research, design and engineering; prioritisation with stakeholders.
- **Tools:** Figma, Claude Code, Jira, Adobe, Webflow, WordPress; HTML, CSS and JavaScript.

Professional experience

Principal Product Designer

Sercide | Madrid — August 2021 – Present

Product Designer (2021–2025), Principal Product Designer since 2025.

- Design a product suite for Spanish electricity distributors covering the full cycle, from smart meter to bill: remote meter management, measure management, contracting and billing (requests, contracts, settlements and regulatory reports) and the **end-customer portal (B2C)**; contributed to low-voltage analytics. Used by 170+ distributors managing 500,000+ supply points; it automated previously manual requests and standardised self-consumption: after the flow I designed shipped, its support tickets fell by 56% (2022–2025).
- End-customer portal: a white-label public website in production, with a postcode search, requests explained by use case, a network capacity map and accessibility (WCAG) specified for every screen.
- Lead design and design-system consistency within the team's AI workflow (Claude Code + Figma MCP, Figma AI): research, definition, design, code prototyping and specs. Team result: 30–60% less time in each stage.
- My own idea and pilot: a design-system documentation tool in the spirit of zeroheight or Storybook, with components aligned to Figma, checked against the GitHub repository, and their do's and don'ts documented. I designed, prototyped and built the working pilot with Claude Code; after the teams backed it, engineering took it to production. It is now used by design, engineering and product to make and record design decisions.
- Built internal micro-tools with Claude Code: a filterable app with the company's project portfolio (priority, affected products, effort, status) and tools to prioritise projects in group workshops.

Freelance Web Designer and Developer

Unocomacero | Madrid — June 2025 – Present

- **Fundación AMAI TLP:** designed and built in Divi the Day Centre page and its donations page; migrated donations from GiveWP to a direct Stripe-to-Salesforce integration.
- **Fundación Alentia** (in progress): heuristic UX audit focused on donations, a new 25-page information architecture, creative direction for the rebrand and a WordPress child theme built on brand tokens.
- **Expo Salud Mental Madrid 2027:** strategy, content, design and front-end of the event landing page, with person-first language and AA contrast.
- Own invoicing app built with Claude Code: invoices, expenses and Spanish quarterly VAT return file (Modelo 303).

Front-End Developer

Hogarth Worldwide | Madrid — June 2021 – August 2021

- Commercial emails, banners and flipbooks with HTML, CSS and JavaScript frameworks.

Web / Graphic Designer

Imagina Bienestar | Madrid — May 2020 – January 2021

- Designed and wrote e-learning content on social, equality and employment topics (Adobe Captivate); web layout with HTML, CSS and JavaScript.
- Posters, social media content, books and promotional videos for public institutions.

Storyboard collaboration

Instituto Mutante de Narrativas Ambientales / Liam Young | Matadero Madrid — February 2020

- Part of the storyboard for the first episode of *Cli-Fi Series*, presented at an Open Studio at Central de Diseño, Matadero Madrid.

Previous career: car bodywork, painting and airbrushing

Automotive workshops | Madrid / Guadalajara — 2011 – 2018

Education

Google UX Design Professional Certificate

Coursera | Online — 2023

Master's in UX/UI Design and Front-end (HTML, CSS, JavaScript)

CEI Escuela de Diseño | Madrid — 2020 – 2021

HND in Graphic Design · Higher Technician in Graphic Design (Spain)

CEV Escuela Superior de Comunicación, Imagen y Sonido | Madrid — 2018 – 2020

Languages

Spanish (native), English (professional working proficiency).

References

Available upon request.