








MANUEL MARTIN CALERO

PRODUCT DESIGNER

Experienced Product Designer with a demonstrated history of working in high traffic SAAS projects. Skilled in Design thinking, taking a holistic approach to design problems and leading multidisciplinary UX teams in building design systems and great products for our users.

-  Madrid, Spain
-  +34 600 40 50 56
-  info@manuel-calero.com
-  [LinkedIn profile](#)
-  [Portfolio](#)

SKILLS

- UCD
- User Research
- Information Architecture
- Wireframes
- Usability testing
- Accessibility
- Interaction Design
- Interviews
- Card sorting
- Surveys (NPS, CSAT)
- Mental models
- User journeys
- Heuristic evaluations
- Personas
- HTML, CSS, SAAS, Javascript, XML
- Scrum and Agile / Lean methodologies
- Leadership
- Team leadership / management / supervision
- Empathy, Communication and collaboration

WORK EXPERIENCE

SENIOR UX DESIGNER

Oracle NetSuite (Madrid) | 2021 - present

Responsible for Customer Onboarding experience for NetSuite and member of the Design System team.

- Responsible for the Discovery, Design and Delivery of Customer Onboarding Experience for NetSuite. Creating existing and future user journeys. Responsible for Handoff and delivery files in Figma.
- Member of the Design System team delivering new Components, Modules and Templates following Atomic Design.
- Onboarding new team members and providing support to other UX Designers on ways of working, design patterns, design system guidelines and usage.

LEAD PRODUCT DESIGNER

VISMA Raet (Madrid) | 2018 - 2021

Responsible for Product Design for the new HR offering for Business customers, leading a multidisciplinary team of Designers (Interaction, Visual, Content, Researchers) and Frontends.

- UX strategy, defined UX team values, team management, team development plan, tool implementation, project resource management, supervision and providing support to both senior and Junior Designers
- Setup Zoom Design System, design process, guidelines and component library for Product Ecosystem.
- Setup first UX KPI's to quantify efforts and health of new product (Qualitative data usability issues, overall satisfaction, UX product design issues, NPS surveys, task completion, performance and navigation.
- Setup different channels to collect data, user feedback, customer feedback, ticketing systems and user testing in production. Identified the key customer journeys and improved usability by 26% after heuristic evaluation.

SENIOR PRODUCT DESIGNER

VISMA Raet (Madrid) | 2016 - 2018

Responsible for designing the new international HR Core Software and supporting up to 8 development teams as UX consultant.

- IA Research study, auditing and using card sorting methodology, User interviews to challenge and improve the current hierarchy and IA navigation model. Improved findability and scalability.
- Responsible for building end to end experiences, complex models for Processes, Notifications, Inbox, My Files and Workflows.
- Setup UX team of 5 in Madrid, with multicultural backgrounds and experiences.
- Improved UX onboarding process.

MANUEL MARTIN CALERO

PRODUCT DESIGNER

EDUCATION

BA in Architecture

University of Westminster
1997 - 2000

A-levels

Davies Laying and Dick College
1995 - 1997

ADDITIONAL EDUCATION

Art, Design and Sculpture

18 month course, organised by
Davies Laying and Dick College.

AutoCAD and CAD

8 month course on both MAC
and LINUX (Westminster
University).

Web Accessibility

40 hour course, 'La Fundación
Instituto de Ciencias del
Hombre', W3C, WAI, AAA, CSS.

Journalism and Disability

35 hour course, organised by the
Ministry of Health Care and
Social Affairs (Ministerio de
Sanidad y Política Social
(IMSERSO)).

XHTML2 and XFORMS

3 day course

Scrum and Agile / Lean methodologies

6 week training, Infojobs.net

LANGUAGES

English / Spanish - Native

French - Basic

WORK EXPERIENCE (CONTINUED)

PROJECT LEAD UX DESIGNER

Infojobs Adevinta (Madrid) | 2014 - 2016

Designed and lead the ATS (Application tracking system) Epreselec SAAS application, the management tool in online recruitment solutions deployed in some of the largest companies in the national scene, including 21 companies in the Ibex 35 and 130 public and private entities, Repsol, Adecco, Inditex, PWC.

- Defined UX and design strategy with Product Management, PO's and DEV, strong emphasis in UX research and trends, Usability controlled tests, benchmarking, brainstorming, client visits or guerrilla UX techniques.
- Product Owner experience working with stakeholders and project committee, leading a team of 8-10 people. Experience working with 3 multiple teams and tight deadlines.

VISUAL UX DESIGNER

Milanuncios.com Adevinta | 2016

Whiles working at Infojobs I had the opportunity to define the UX design strategy for 2016 and made a proposal to improve the user experience, this included improving the mobile user experience for that made up more than 65% of total users.

- Designed new branding guidelines. Improved visual designs for Desktop and Mobile website, putting focus on the main user journey (posting a new add).

RESPONSIBLE FOR DESIGN

Infoempleo.com (Madrid) | 2008 - 2014

Moved into different roles whiles working at Infoempleo, including Web Designer, Site Manager, and eventually I was responsible for all design deliverables for marketing, Infomepleo.com Job Site and ATS product.

- Email Newsletters, Flash banners and GIF's, Custom Microsites. Frontend development. Front and Backoffice Designs for candidates and companies.
- Strong understanding of functional user-interface design, usability and accessibility sites.

RESPONSIBLE FOR DESIGN AND MARKETING (NEW TECHNOLOGIES)

2000ir | 2004 - 2006

I was responsible for designing and maintaining accessible websites for public organisations.

- Caja Duero Savings Bank - Responsible for auditing the website on usability and validating that it satisfies all Priority 1 checkpoints (level A) defined in the specification of Accessibility Guidelines for Web Content (WCAG), from the Web Accessibility Initiative (WAI) and World Wide Web Consortium (W3C).
- Social Services (Servicios Sociales) - Accessible Flash presentation in DVD. Hospital General de la Santísima Trinidad, www.fhgst.es, Screensavers, external and internal advertising for 2005. Designed accessible E-learning platforms for Teleformación Castilla y León, Imsero Unifor, Conducted first usability controlled tests with video, audio and eye tracking.

FREELANCE GRAPHIC / WEB DESIGNER

Various companies | 2001 - 2006

Designed and lead the ATS (Application tracking system) Epreselec SAAS application, the management tool in online recruitment solutions deployed in some of the largest companies in the national scene, including 21 companies in the Ibex 35 and 130 public and private entities, Repsol, Adecco, Inditex, PWC.

- Design, development and maintenance of Websites. Rebranding, logos, business cards and brochures, public billboards. Concept and design of wine labels, catalogues and Christmas gift basket brochures.
- Clients: Bodegas Vendres S.L., Lambuena S.C, Garci Grande - Ribera del duero, Iberian Wines and Gift baskets S.L., Castilla and León Horse Riding school.

MANUEL MARTIN CALERO

PRODUCT DESIGNER

TOOLS

- Adobe
- Sketch
- UXpin
- Figma
- Axure
- Balsamiq
- Screenflow
- Google Analytics
- AppDynamics
- Hotjar
- Crazy Egg
- Maze
- Wootric
- Conextmapp
- VSTS / Jira
- Trello
- Visual studio / TFS
- Microsoft Office
- Google Suite
- T.A.W, Bobby Core, NI4

CONFERENCES

- Experience Fighters
- Smashing Magazine
- EURO IA Summit
- Enhancing Strategies in multicultural contexts
- International reunion on Accessibility, Usability and Web standards
- Electronic Services for all, Journalism and Disability.

REFERENCES

References available upon request from the following companies:

Infojobs, Infoempleo and 2000ir

WORK EXPERIENCE (CONTINUED)

JUNIOR ASSISTANT ARCHITECT / WEB DESIGNER

Sagergroup Design Limited (London) | 2000 - 2001

Responsible for supporting Architects and management of the company website.

- Site supervision experience. Preparing plans and organizing work for employees at construction sites.
- AUTOCAD developments. Scale models and brochure designs for future flats.
- Intranet development and responsible for designing the company website, www.sagergroup.com.

JUNIOR ASSISTANT ARCHITECT (INTERNSHIP)

Sheppard Robson Architects | 1998 - 2000

First opportunity to work for an Architect firm and really get my hands dirty at the construction site.

- AUTOCAD developments and supervision at construction site, Toyota UK Limited.
- Organising files on computer systems and preparing reports and presentations for clients and constructors.

HOBBIES AND EXPERIENCES

ARTS

Travel, gardening, art and sculpture.

MUSIC AND ACTING

I play the piano and I have basic guitar skills. I was a member of a Theatre group for 3 years.

MINIMICO.COM

Founder of Minimico.com, side project to help mothers & fathers find the right nursery for their child.

KEEPSY.APP

Founder of Keepsy.app. Keepsy is a secure place to store personal information. A simple and safe way to share important information, but only when it's really necessary.