

Angelica Rey

PRODUCT DESIGNER

hello@angelicarey.com [angelicareyq](#) Valencia - Spain

Product Designer with experience in e-commerce and internal tools, focused on simplifying complex workflows and improving operational efficiency.

Recently expanded into Product Ownership, collaborating with cross-functional teams to prioritize high-impact solutions and drive product decisions.

Interested in product-focused roles where I can build intuitive, scalable experiences that create real user and business value.

EXPERIENCE

Product Designer & Product owner

Hello Print (E-commerce)

Mar. 2024 – Feb. 2026

Product owner responsibilities

December 2024- February 2026

- Led the redesign of the internal order management platform used by Customer Experience (~20 people), improving key workflows such as refunds and complaints.
- Simplified workflows and information architecture, reducing task completion time and operational friction.
- Collaborated with developers and stakeholders to prioritize the backlog, focusing on high-impact improvements.
- Translated operational needs into product decisions, aligning user experience with business goals.

UX/UI Designer

March 2024 - December 2024

- Designed and improved key parts of the e-commerce experience, including checkout and post-purchase flows.
- Used customer behavior data and support insights to identify friction points and drive design decisions.
- Conducted benchmarking and research to inform product improvements.

UX/UI Designer

Twintune

Sep. 2023 – Feb. 2024

- Collaborated with the co-founder to redesign TwinTune, an AI-powered vocal training platform.
- Designed the mobile experience, enabling users to purchase services and receive AI-generated content.
- Created high-fidelity prototypes and contributed to the design system, supporting development.

SKILLS

Product & UX

UX research, usability testing, wireframing, prototyping, design systems, data-informed design

Product & collaboration

Agile & Scrum, product ownership, backlog prioritization, stakeholder alignment, cross-functional collaboration

Tools

Figma, FigJam, Jira, Notion, Hotjar, Miro, Whimsical

EDUCATION

Bootcamp Product Design UX/UI

Escuela de empresarios - EDEM

2023

Business Administration

Universidad Cooperativa de Colombia

2022

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