dsgn·dm

Diego Moreno



Senior Product Designer & Design Lead

available for remote work in Spain and Europe. I design SaaS products, design systems and brand identities end to end — UX/UI, Figma, front-end handoff — with 20+ years of experience.

— PRODUCT DESIGN · UX/UI · BRANDING

20+
YEARS OF EXPERIENCE

100+
BRANDS DESIGNED

300+
DEALERSHIP CLIENTS ON THE KWS PLATFORM

Brand, product and interface, designed as one system.

I'm a **Senior Product Designer and Design Lead** with 20+ years in design, from branding and graphic design to UX/UI and product. Today I lead design at Kaavan, where I'm the sole designer of KWS, a B2B SaaS platform used by 300+ automotive dealership clients, and I own its design system end to end.

That range is my edge. I can take a product from first idea to a buildable interface — user flows, design systems, UI, brand identity and the front-end details developers need — without splitting the work across three people. I run client kickoffs, work side by side with developers, and turn feedback into clear requirements. I use AI tools to move faster; the design decisions stay mine.

PREVIOUSLY

2023 — PRESENT	**Kaavan**	**Product Designer & Design Lead** Sole designer of the KWS SaaS platform: I own its design system and client templates, run client kickoffs and design reviews, and create brand guidelines for automotive dealer groups.
2021 — 2023	**Whizzle**	**Lead Product & Brand Designer · Side project** Side project, done alongside my main job. Hired for a logo redesign, I became project partner of an app startup: brand and brand book, a Figma design system (8 pt grid, light and dark mode), iPhone and web app, and product decisions with the developer.
2019 — 2021	**Robotyard**	**Brand & Web Designer · Side project** Side project, done alongside my main job. Brand strategy, logo and a full e-commerce website for a marketplace selling vintage and retro tech.
2010 — 2022	**Interactivaclic**	**UX/UI, Marketing & Brand Designer** Lead designer for over 12 years, managing a team of four across 100+ brand identities plus website, app and motion design.
2005 — 2010	**Prisma Imagen**	**Graphic & Motion Designer** Coordinated a small creative team producing corporate and commercial video content, with post-production finished in After Effects — also where I picked up my first HTML and CSS.

— 01 — PRODUCT DESIGN · SAAS

Kaavan KWS

KWS is Kaavan's SaaS platform for building car-dealership websites from blocks, views and components. I've been its principal designer for over two years — inheriting its design system, then scaling and largely rebuilding it — and today I'm the company's only designer.

300+
DEALERSHIP CLIENTS ON THE PLATFORM

20–30+
BRANDS IN THE LARGEST DEALER GROUPS SERVED

1
DESIGN SYSTEM, OWNED END TO END AS SOLE DESIGNER

CLIENT
Kaavan

ROLE
Product Designer & Design Lead

TIMELINE
2023 — Present

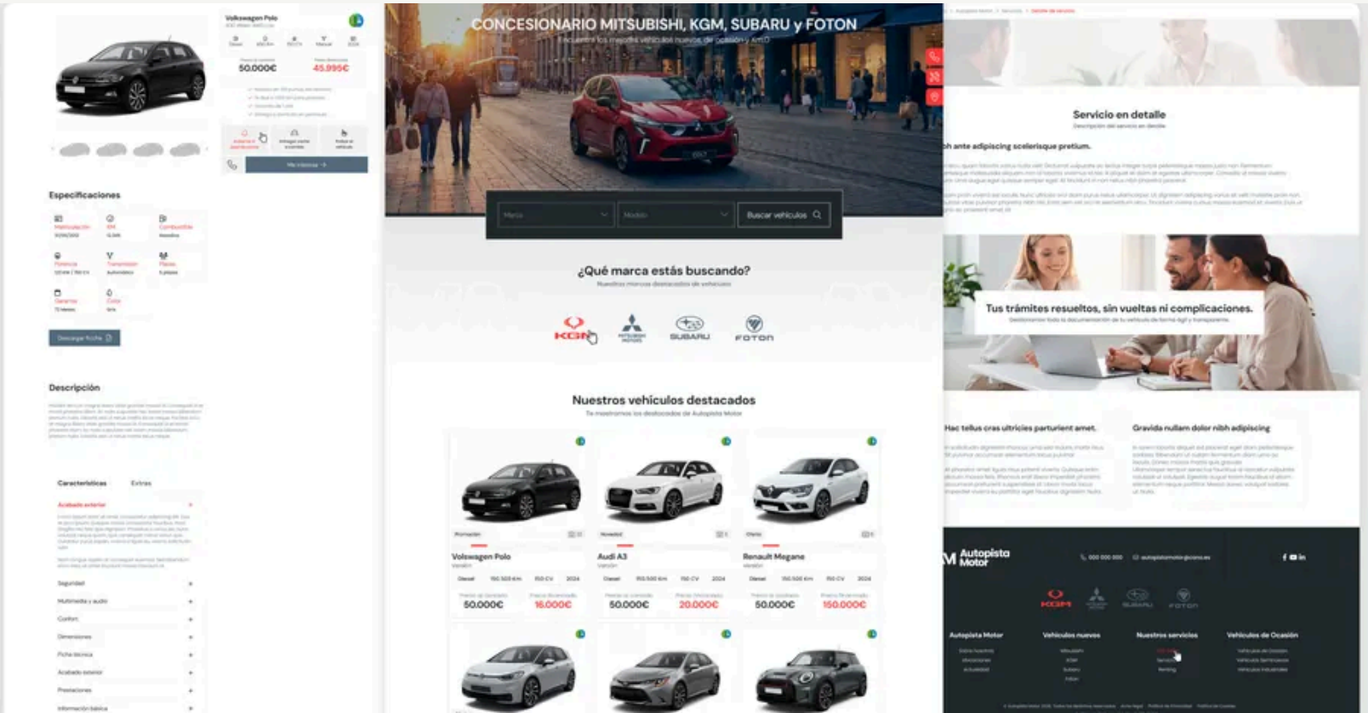
TOOLS
Figma, Miro, Jira, Notion

KWS

As Senior Product Designer and Head of UX/UI. I evolved the system, improved scalability, and introduced AI-driven features and new product tools.

Figma · Miro · Lottie · Adobe · Affinity · Jira · Notion





— 02 — BRANDING · PRODUCT DESIGN

Whizzle

A deal-tracking app based in Amsterdam brought me in to redesign its logo. Within a month my product judgement was shaping decisions well beyond visuals, and the project became a two-year partnership covering brand, product, design system and marketing.

2yr
OWNING DESIGN, BRAND AND PRODUCT UX

~350
OF ~400 EARLY VIEWERS RESPONDED POSITIVELY

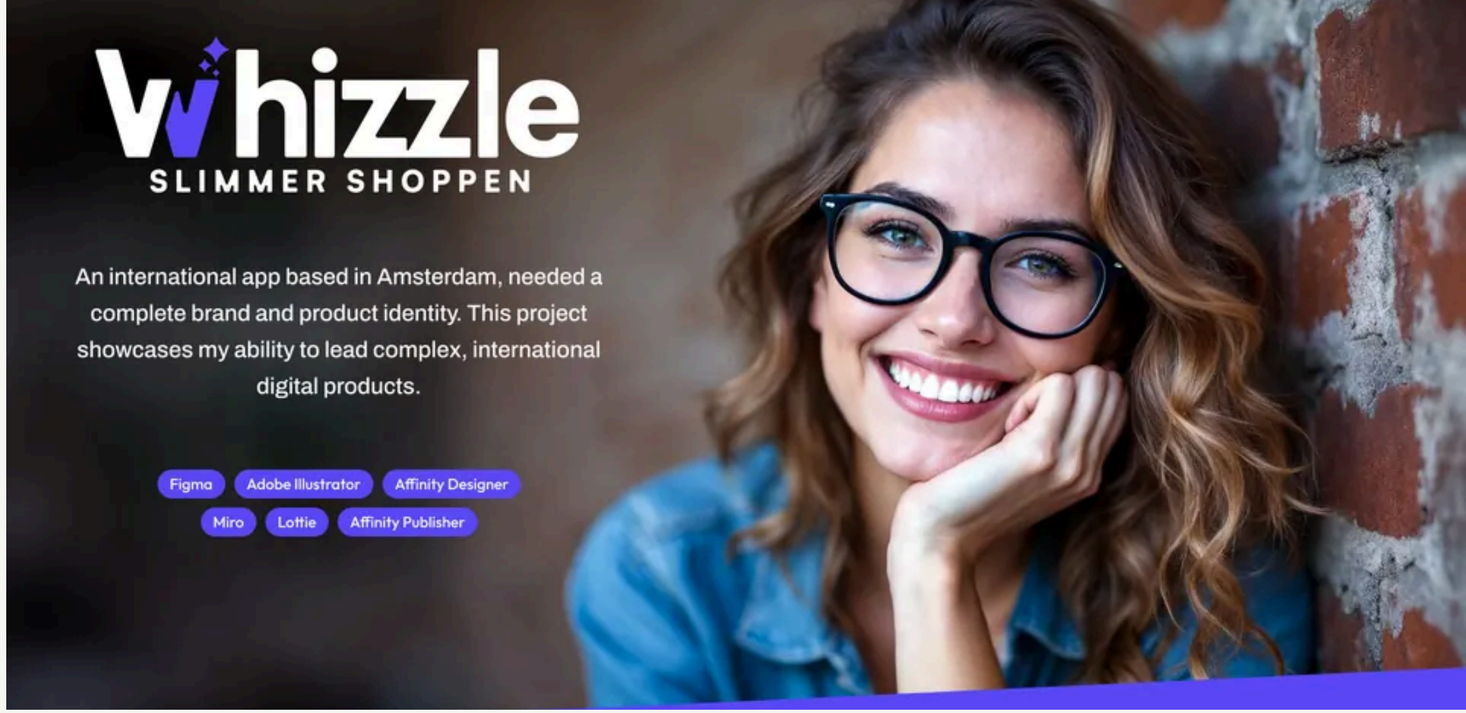
Partner
PROMOTED FROM FREELANCER TO CORE TEAM

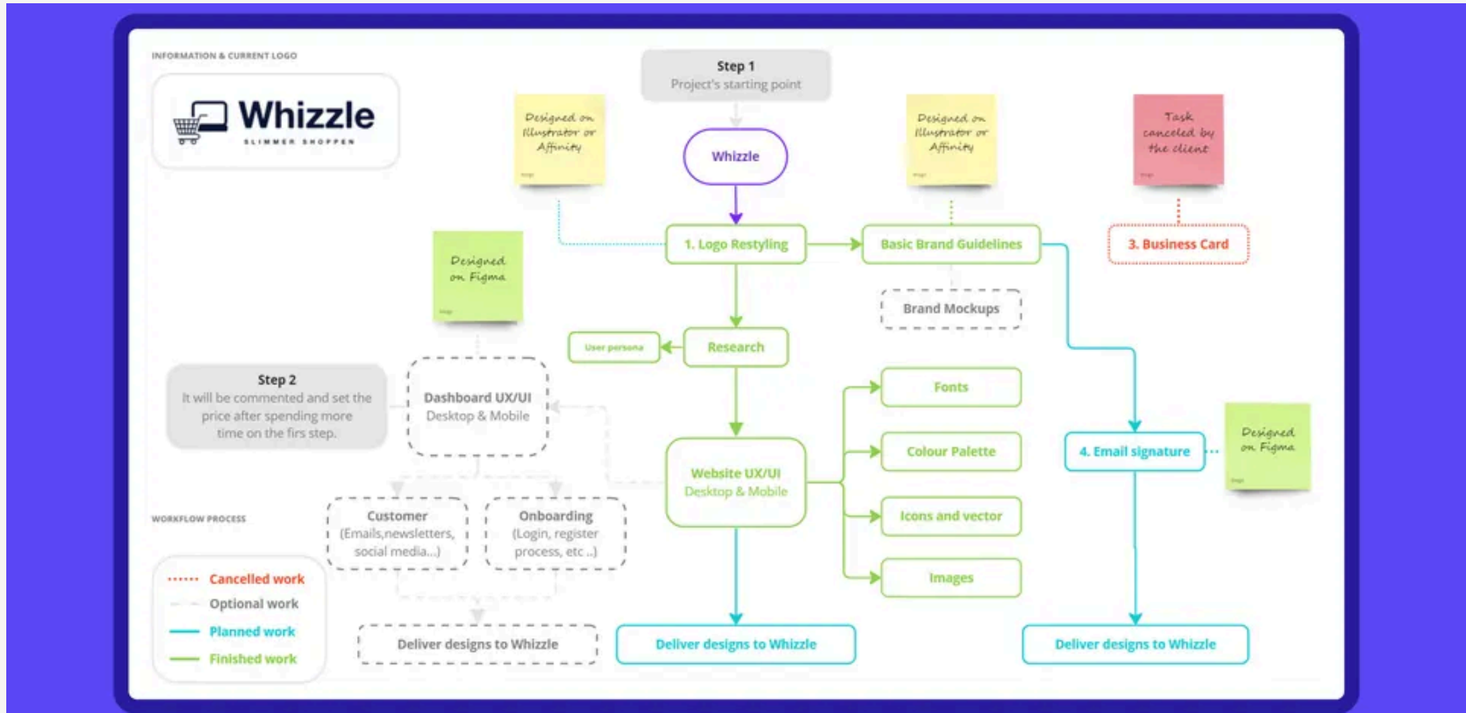
CLIENT
Whizzle

ROLE
Lead Product & Brand Designer

TIMELINE
2021 — 2023

TOOLS
Figma, Illustrator, Miro





— 03 — BRANDING · GRAPHIC DESIGN

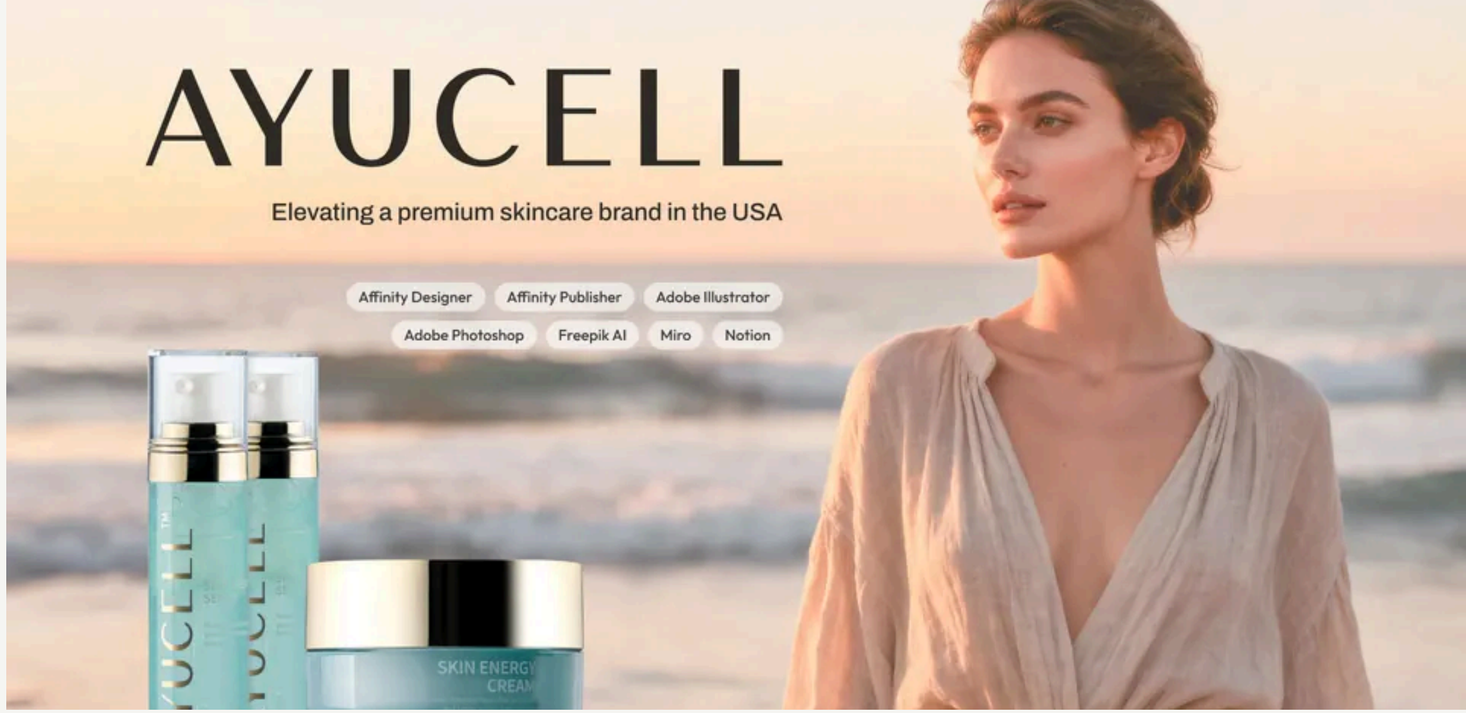
Ayucell

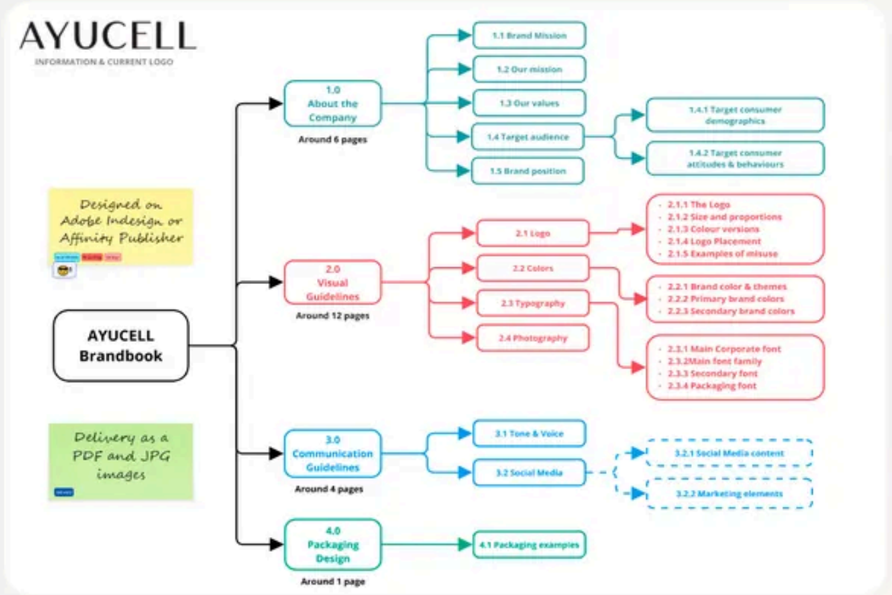
A new luxury skincare line built on South Korean technology was entering the competitive US market — aimed at successful women over 30 — with a logo and a product range, but no defined brand system, voice or visual language.

23
PAGE BRAND BOOK DELIVERED

4
GUIDELINE CHAPTERS, COMPANY TO PACKAGING

1
UNIFIED VOICE & TONE FRAMEWORK







CLIENT
Ayucell

ROLE
Brand & Graphic Designer

TIMELINE
Freelance project

TOOLS
Affinity, Illustrator, Freepik AI

— 04 — BRANDING · E-COMMERCE

Robotyard

Robotyard is a marketplace built for a very specific kind of shopper: people who buy and sell vintage cameras, game consoles and old computers. It needed a brand and a store that felt just as considered as the hardware itself.

5
BRAND COLOURS DEFINED

4
PRODUCT CATEGORIES DESIGNED

1
COMPLETE SYSTEM, LOGO TO LAUNCH

CLIENT
Robotyard

ROLE
Brand & Web Designer

TIMELINE
2019 — 2021

TOOLS
Figma, Illustrator, Affinity





I conducted a market analysis, defined brand strategy, and designed a logo with a robot concept and green color nod to old monitors.

The clean, lead-capturing website and versatile brand guidelines were also part of my work.













— 05 — UX/UI · E-COMMERCE

Siroko

Siroko, a popular cycling and sports apparel brand, was losing sales to a high cart-abandonment rate. The purchase flow itself was the problem — distracting, cluttered, and easy to bounce out of.

2
CORE PAGES REDESIGNED: PRODUCT & CART

8px
GRID SYSTEM FOR CONSISTENCY AT SCALE

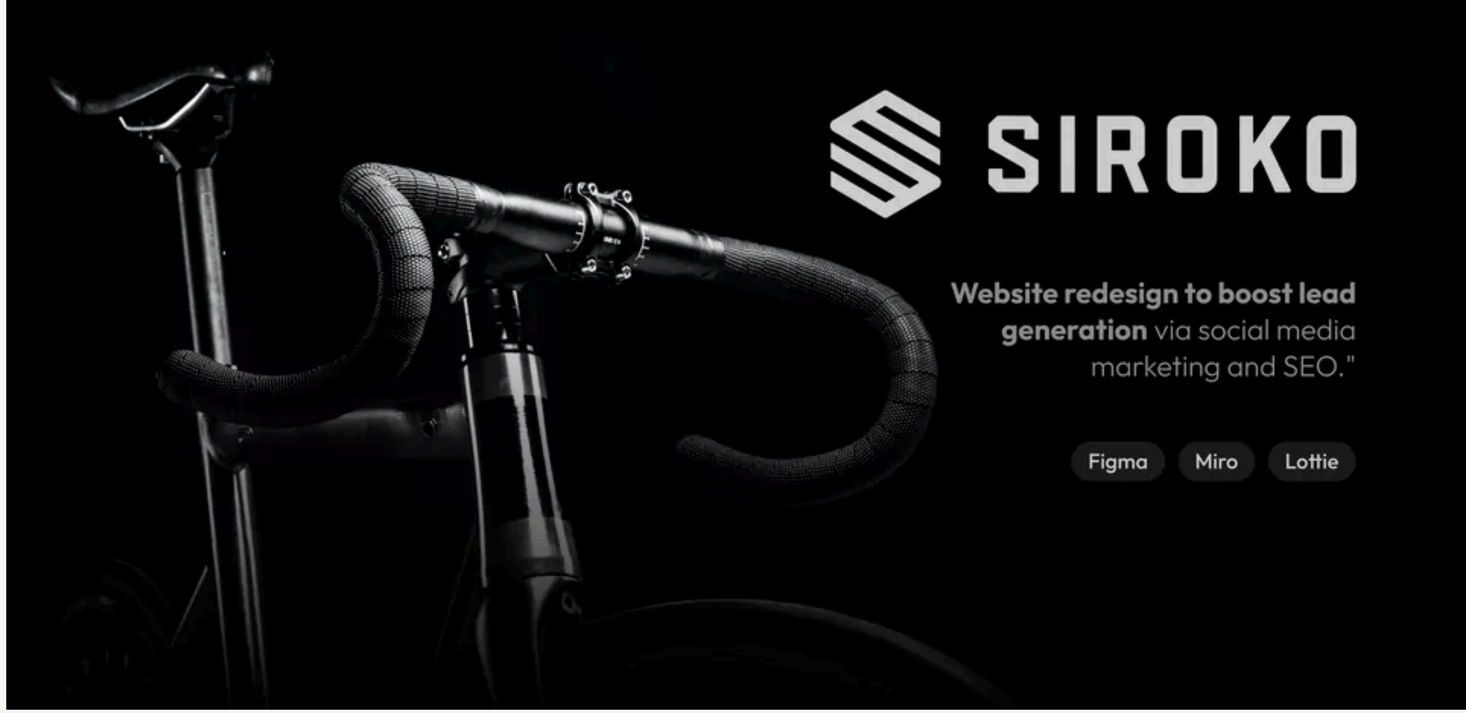
A/B
TESTED LOTTIE PURCHASE-BUTTON ANIMATIONS

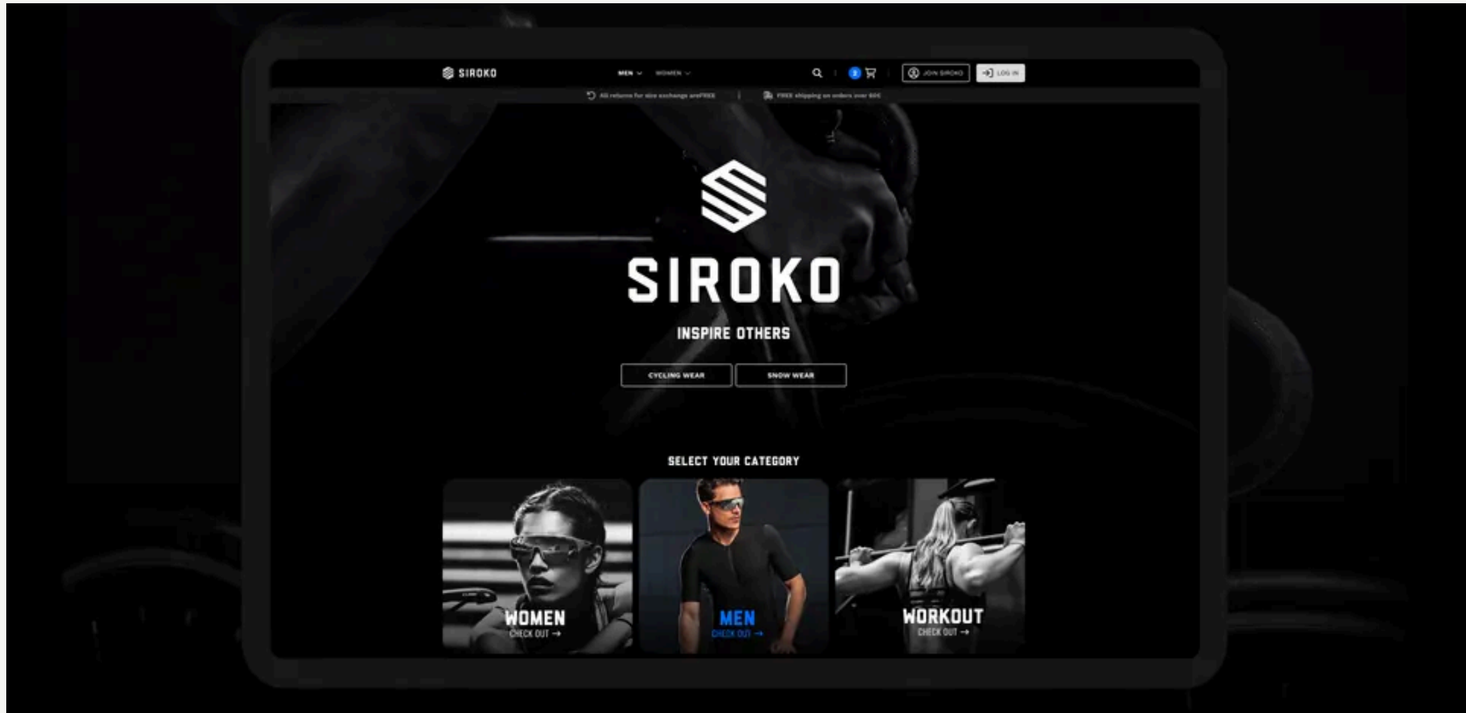
CLIENT
Siroko

ROLE
UX/UI Designer

TIMELINE
Freelance project

TOOLS
Figma, Miro, Lottie





— 06 — UX/UI · SAAS LANDING PAGE

iSEAZY@Work

iSEAZY, an e-learning company already trusted by names like Vodafone, BBVA and Orange, needed a landing page for a new product launch: iSEAZY@Work, language learning built for fifteen minutes a day at your desk.

165+
HAPPY COMPANIES ALREADY ON ISEAZY

10k+
TOTAL USERS ACROSS THE PLATFORM

3
PRICING TIERS DESIGNED FOR LAUNCH





CLIENT
iSEAZY

ROLE
UX/UI Designer

TIMELINE
Freelance project

TOOLS
Figma, Miro, Lottie

— 07 — BRANDING · WEBSITE

MapLab.world

MapLab.world turns location data into interactive, strategic maps. It needed a brand and a website as clear and technical as the platform itself.

5
BRAND COLOURS DEFINED

4
DELIVERABLES: LOGO, BRAND BOOK, WEBSITE, STATIONERY

1
COMPLETE IDENTITY, LOGO TO WEBSITE

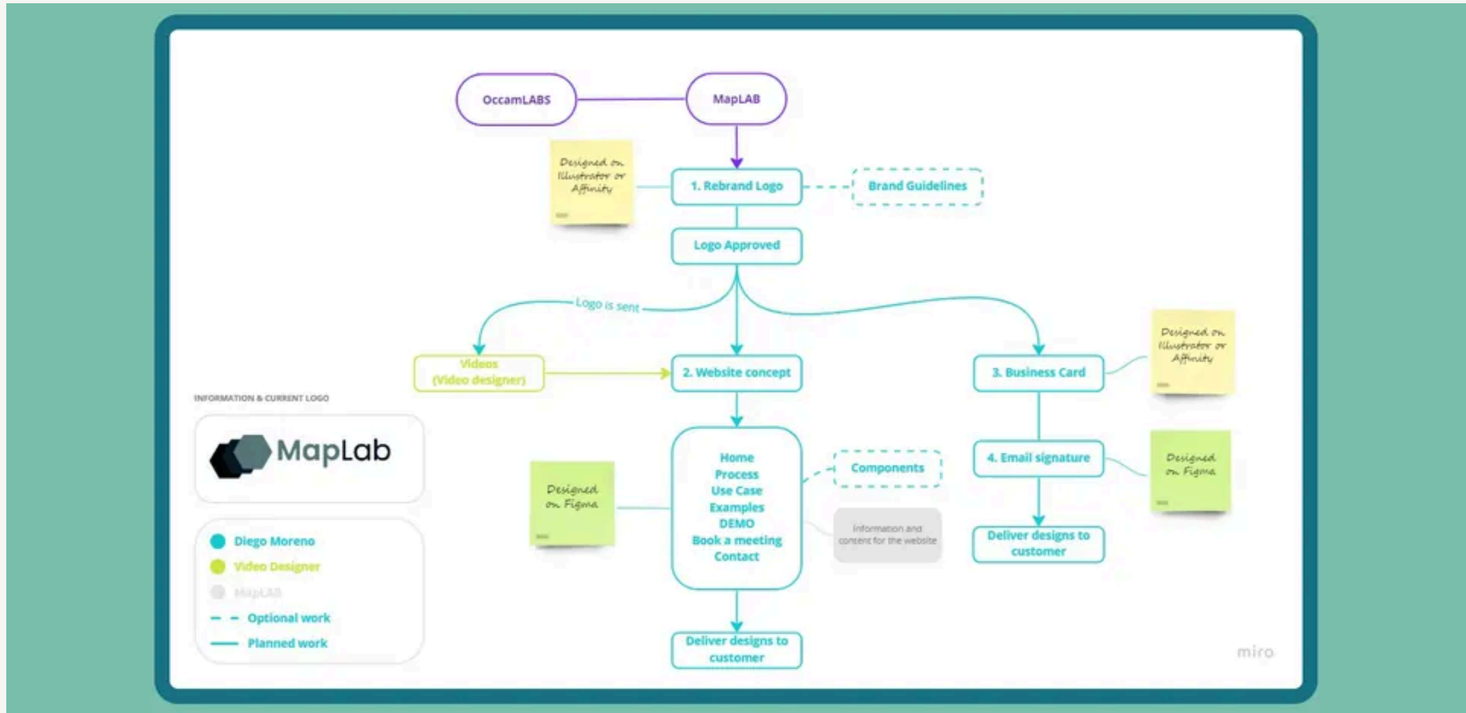
CLIENT
MapLab.world

ROLE
Brand & Web Designer

SCOPE
Logo, brand book, website

TOOLS
Figma, Illustrator, Affinity, Miro





— 08 — SOCIAL MEDIA · NEWSLETTER

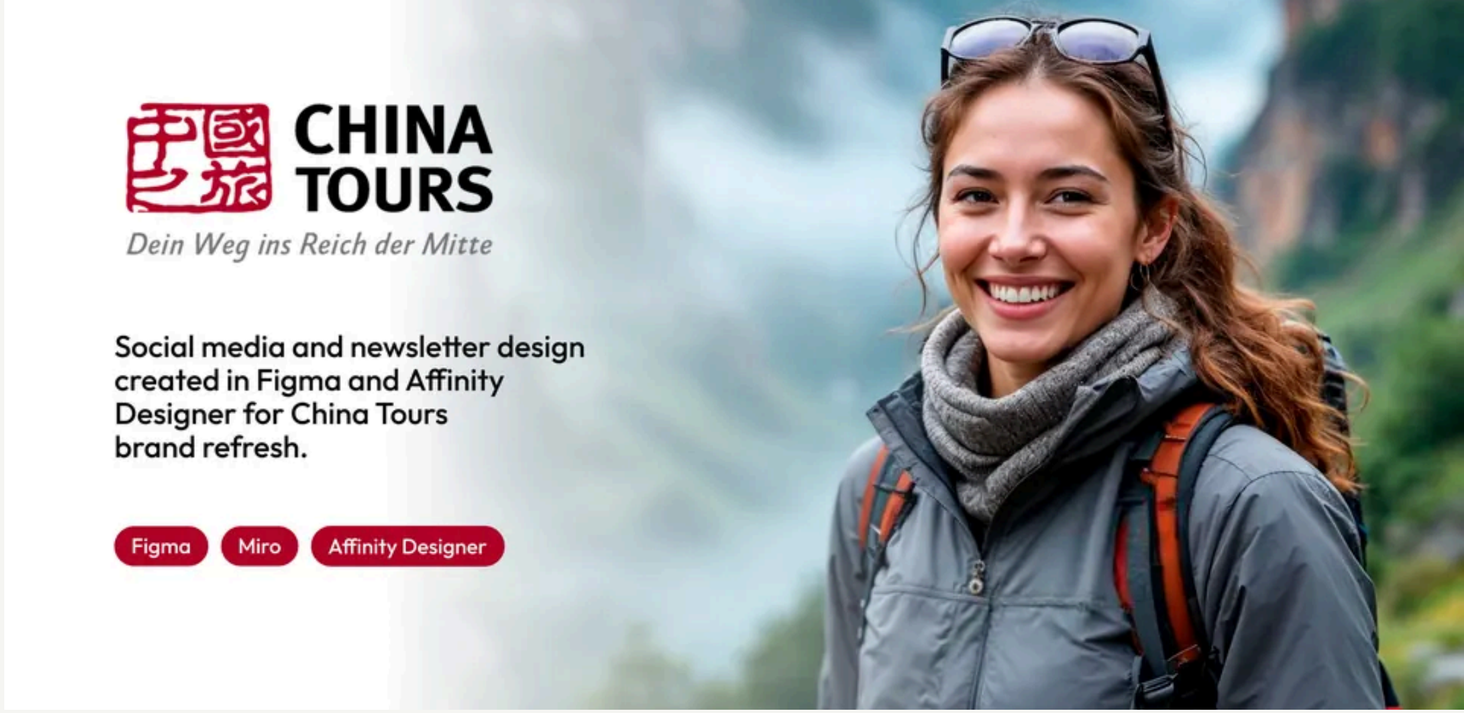
China Tours

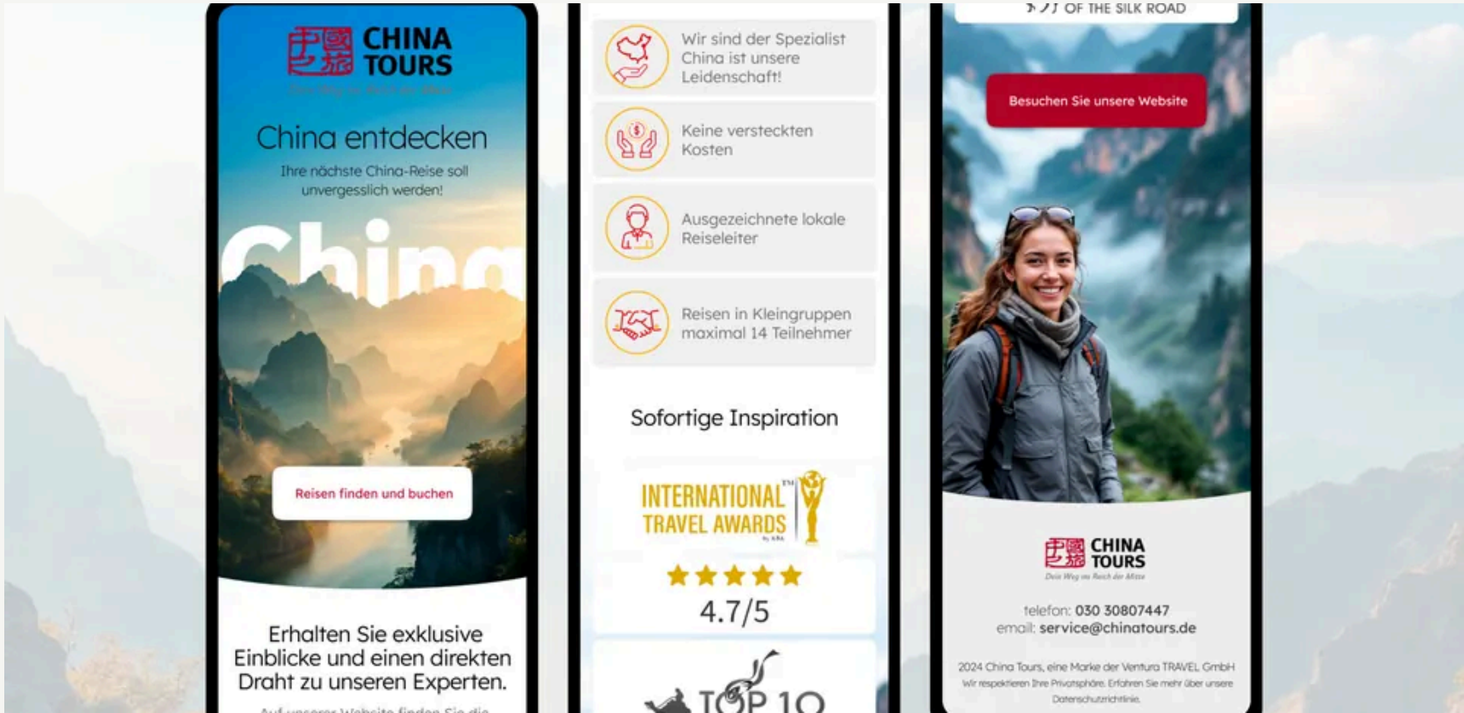
China Tours is a German-language travel brand specialising in trips to China. After its brand refresh, its newsletter and social media needed to feel as inviting and trustworthy as the destination itself.

4
BRAND PROMISES PUT UP FRONT

4.7/5
TRAVELLER RATING USED AS SOCIAL PROOF

2
CHANNELS DESIGNED: NEWSLETTER AND SOCIAL





CLIENT
China Tours

ROLE
Social Media & Newsletter Designer

SCOPE
Newsletter, social media

TOOLS
Figma, Affinity Designer, Miro

Three disciplines, one designer.

DESIGN AND UX

Figma · FigJam · Wireframing · Prototyping

PRODUCT AND SYSTEMS

Design Systems · Notion · Miro

BRANDING AND GRAPHIC DESIGN

Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Affinity Designer · Affinity Photo · Affinity Publisher

MOTION AND FRONT-END BASICS

Adobe After Effects · Lottie · GSAP · HTML / CSS (basics)

— HOW I WORK

User-centered thinking	Research, personas and prototypes built around real end-user needs, not assumptions.
Cross-functional communication	Fluent collaboration with developers, marketing and stakeholders — in Spanish and English.
Project ownership	Comfortable defining scope, tone and timeline end-to-end, from kickoff to delivery.
Team leadership	Led design teams of up to four people across brand and digital projects for over a decade.
Detail & organization	Structured files, systems and handoffs — built so the next person can pick up cleanly.

— 04 — CONTACT

Let's design something together.

EMAIL	dsgndm@gmail.com
TEL	+34 637 795 740
LINKEDIN	linkedin.com/in/diegomoreno-productdesigner
BEHANCE	behance.net/dsgndm
WEB	dsgndm.vercel.app