Xabier Mauleón
Digital Product Design Lead

xabier.mauleon@gmail.com
+34 607 323 642
Madrid, Spain
xabiermauleon.com
linkedin.com/in/xabiermauleon

(1) Profile

I make digital product. I audit UX/UI and accessibility. I improve processes. I understand problems.

XMP® /Digital product

(2) What I am doing now

Independent Design Consultant

Mar 2026 – Present

Freelance, Madrid

- **IBMot Experience.** Sole UX/UI designer of a SaaS platform for a Mallorca dealer network. Project definition and full execution: rental, sales, workshop and motorbike tourism in one product, with public website, back office, financial dashboard and design system in Figma.
- **Club by, Alsea.** UX, UI and accessibility consulting for the app and landing page: six journeys from sign-up to table payment, reviewed against Nielsen's heuristics and WCAG 2.2 AA, with five growth areas identified.
- **Floreig.** Full brand identity for a music and gastronomy festival, plus the hosting and a custom CMS so the client works autonomously.
- **PhysioGo.** UX, UI and accessibility audit of the app, delivered as a filterable map of screens rather than a report.
- **Data visualisation.** Forty-four years of political corruption in Spain mapped and published — 32 cases, €8,697M, restated in 2026 euros — built on Minard and Tufte.

Strategic Design Consultant

Nov 2025 – Feb 2026

Grupo PRISA

- Designed and produced the 2026–2029 strategic plan presentation for the executive committee, turning a complex strategy into a clear visual story in a three-month window.

Design Lead, Marketing and Business Design

Jul 2021 – Jul 2025

Condé Nast International

- Led UX/UI for the five Shopify subscription stores of Condé Nast Spain (Vogue, GQ, AD, Vanity Fair, Traveler), from wireframes to checkout. I led a design team of 14.
- Extended the model to the Middle East (Dubai) with ONIL Agency, with interactive data-capture experiences on Cooltabs and Swoogo.
- Led display and payment-method design, tracked in Salesforce, HubSpot, GTM and BlueKai. Conversion up about 2%.

(3) Career

More experience

Lecturer, Digital Design Mar 2023 – Jun 2025
Vogue College of Fashion Spain / Universidad de Nebrija

Senior Designer, CNX agency Jul 2016 – Jun 2017
Condé Nast Spain

Designer Apr 2005 – Sep 2011
Glamour Magazine, Condé Nast Spain

UX Design Lead, CNX agency Jul 2017 – Jun 2021
Condé Nast Spain

Head of Design Sep 2011 – Jun 2016
S Moda, El País

Junior Designer 2001 – 2003
Grupo Recoletos · CD/ON Servicios de Comunicación

(4) Education and certifications

Vostok VII, Master in UX and Interaction Design 2018–2019
Tramontana, Javier Cañada

Diploma in Graphic Design 1997–2000
IED, Istituto Europeo di Design

Claude 101 2026
Anthropic

Master in Art Direction 2009–2011
Lightbox Academy

AI Fluency: Framework and Foundations 2026
Anthropic

(5) What I bring

Product and UX
Senior UX/UI, end to end · Wireframes and user journeys · Usability testing and UX audits · Accessibility, WCAG 2.2 AA

Build
Figma · HTML and CSS · Shopify Plus

Analytics
Salesforce, HubSpot, GTM, BlueKai

Craft
Typography and art direction · Adobe suite

Design systems
Tokens and component libraries · Reusable templates · Production at scale

Generative AI
Claude, ChatGPT, Midjourney, Flux, Firefly · In production, not only for exploration

Leadership
Design teams of up to 14 · Stakeholder alignment · Mentoring and client work

Languages
Spanish, native · English, professional

Let's talk.

xabier.mauleon@gmail.com · xabiermauleon.com