

Carmen Torné

UX UI Designer

Creative product designer for end-to-end solutions, from research to final implementation.
3+ years experience in Product Design, with a strong focus on FMCGs and Business Innovation.
9+ years experience working with cross-functional teams.

Skills

Design Thinking	Scrum & Agile	Design systems
Visual Design	HTML/CSS/JS	Data Driven Design

Experience

- Jan 2024 - Currently** **Digital Designer - Freelance. Amsterdam, NL**
Designing Ads, web and mockup products to validate value propositions working in collaboration with 10xGrowth.
 - Oct 2022 -Nov 2024** **Product Designer - Innoleaps. Amsterdam, NL**
Managed design for 10 innovation programs with clients like Nestle, Unilever, and Heineken. Validated value propositions based on User research in 12 to 24 weeks programmes. Translated strategic market research and user insights into design strategies. Aligned with cross-functional teams ensuring successful product execution.
 - Jan 2022 -July 2022** **Product Designer - Traineeship at Design Thinkers Academy. Amsterdam, NL**
Created physical and digital tools for Design Thinking trainings. Designed social media and website improvements to drive engagement. Optimised digital tools and platforms for seamless course facilitation.
 - Mar 2020- Aug 2021** **Product Designer- Founding Partner. Amsterdam, NL**
Designed from concept to launch. Brand design, and service design. Conducted market analysis, design sprints and user test to prototype and refine the MVP. Drove product awareness and brand presence in Belgium and Maastricht.
 - May 2016- Feb 2020** **Department Manager - COS Stores. Madrid, SP**
Optimised Sales Performance over the budget: Analysed KPI reports driving team performance and improving departmental outcomes. Managed customer service team with 20 members. Achieved CR target over 10% through customer experience plans.
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Education

- 2025- Currently** **MBA - ENEB -Escuela de Negocios Europea de Barcelona. Remote**
 - 2021-2022** **Master of Sciences (MSc) Digital Design (Product) . Amsterdam University of Applied Sciences**
 - 2010-2015** **BSc Audiovisual Communication. Universidad de Málaga**
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Volunteering

- 2024 - Currently** **Social Media Manager - HerEU Association of Women in Politics**