

Borja Alday Muñoz

hello@borjaalday.com

Madrid, Spain

Senior Product Designer

Profile

I'm a product designer passionate about design systems, SaaS platforms, data analytics, bootstrapping, and entrepreneurship.

For the past seven years, I have worked with various startups and consulting firms developing digital experiences. Currently, I am part of the logistics development team at Crowdfarming, where I help develop an SGA called Crowdsender. This tool enhances logistical processes and improves the traceability of each order.

Experience

Senior Product Designer - Logistic BU

Crowdfarming
2022 - Present

- Design system creation
- Define a SGA to streamline shipping processes
- Crowdsender's Go to market (SaaS Logistics)
- Qualitative and quantitative investigations

Product Manager

Filiatly

2020 - 2022

- Create and promote Organizational Culture
- Implement different work systems and methodologies for the success of the project
- Product market fit research
- Manage the continuous evolution of the product for user retention
- Apply research techniques, data analysis for decision making
- Management and dealing with the different stakeholders

Finalist of the Amazon Campus Challenge

Amazon

2019 - 2020

- Organize the customer's logistics model
- Run affiliate, paid media and social media campaigns
- Create positioning strategies in Amazon engines
- Customer monitoring and control

UX-UI Designer

Gifthy.io

2019 - 2020

- Brand building
- Develop application in Shopify

UX-UI Designer

Mousee + EcommerceModa

2018 - 2019

- Development of ecommerces in different CMS
- Creation of email marketing campaigns
- Content design for campaigns
- Creation of digital products
- Advice on user expectation

UI design internship

Arista

2015 - 2016

- Support to the UX team

Education

Design Systems Specialist

Figma.camp

2023

Javascript Course

Spanish Association of Computer Programmers

2022

Project Management Certificate

Google Career Certificates

2021

Comprehensive Design and Image Management

Rey Juan Carlos University (Madrid)

2016 - 2020

UX-UI design

Ceinpro (Basque Country)

2014 - 2016