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Portfolio
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Irene González de Garibay

- Systems Thinking
- Product Judgment
- Tech-aware design
- E2E Product Design
- Cross-functional Leadership

Staff Product Designer specialized in complex, regulated digital products. Turning ambiguous problems into clear product systems, deciding from evidence, and operating alongside Product and Tech from definition through to production.

WORK EXPERIENCE

TaxDown

2021–Present

Product Design Lead · Core Platform ·

Core product of Spain's most-used digital tax platform (4M+ users). Owns the design roadmap, business alignment, and strategic product decisions.

- Full redesign of the investments architecture: investor NPS +51% YoY (+46% nationally); follow-on rollouts shipped with a 1-day delivery variance.

- AI-driven QA taxonomy and methodology: 944 test cases, 89.3% pass rate, adopted as shared structure across 3 squads.
- Crypto Traceability, built 0→1: new revenue line, €989,392 accumulated over 16 months.
- Experiment-led validation behind Smart Result: +6.1% payment conversion.

Product Design Lead · Core Platform ·

Built TaxDown's Backoffice platform. Dual-user product (end customer + tax advisor). Strategic design of operational tooling for growth and scalability.

- Built to support 250+ tax advisors and 1M+ managed tax returns.
- Converted manual processes into scalable systems, cutting operational time.

Product Designer · Customer Support Lead ·

Part of the founding team behind TaxDown's product, with no established process or structure. Constant contact with users through support surfaced friction patterns sharing a common root cause: the seed of the systems thinking later formalized in Core Platform. First team leadership experience (8 people).

The New Society

2021–2022

Product · Ecommerce Designer ·

Hybrid design/business role in fashion ecommerce with 150+ international clients. Collections, conversion-focused web, and acquisition/retention mechanics.

Sfera

2016–2019

Senior Fashion Designer

Collection design for a top-tier Spanish retailer, 1,400 references per campaign.

SKILLS

Hard

- Product Architecture
- Agentic AI Workflows
- Design-Dev Alignment
- Data-Driven Decision
- Flow Design & Mapping

Soft

- Ownership
- Design-Dev Alignment
- Team player
- Stakeholder Management

Software

- Figma
- Vibe Coding
- Airtable / CustomerIO
- Claude / n8n / LangSmith
- Amplitud / Metabase
- Linear / Notion

Languages

- Spanish (Native)
- English
- French

EDUCATION

The Bridge

Digital Talent Accelerator

IADE

School of Design

UCM

Advertising & PR