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Irene González de Garibay

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Staff Product Designer: Complex Digital Products · Fintech · Service Ecosystems

Product Designer with 6+ years of experience in fintech. I turn ambiguous problems, fragmented rules, and multiple dependencies into clear, scalable product systems. I work closely with Product and Tech from strategic definition through production, connecting evidence, business context, and technical constraints to drive product decisions end-to-end.

CORE EXPERTISE

Systems Thinking	Product Architecture · Information Architecture · Complex Flows · Scalable Product Design
Product Judgment	Product Strategy · Data-driven Decision Making · Experimentation · Prioritization
Tech-aware Design	Design–Development Alignment · Technical Constraints · AI-integrated Design · Vibe Coding
E2E Product Design	Interaction Design · Prototyping · Design Systems · Production
Cross-functional Leadership	Product Collaboration · Tech Collaboration · Decision Ownership · Strategic Alignment

WORK EXPERIENCE

TaxDown

2021–Present

Product Design Lead - Core Platform

I work on the evolution of the B2C product at Spain's most widely used digital tax-filing platform (+4M users), making design decisions alongside Product and Tech across strategy, architecture, complex flows, and new capabilities.

FOUNDATIONS - Investor segment

I diagnosed that the investor user experience was fragmented across different broker types and regulatory contexts. I designed a unified architecture that reduced complexity while accommodating multiple user profiles and scenarios. Result: **+51% YoY in NPS**; the investor segment reached **19% paid conversion**, nearly 2× the overall average.

QUALITY - Crypto service

I identified that tax complexity around cryptocurrencies required a deterministic method to be operable. I designed a system that translated complex cases into simple decisions for the user, turning an ambiguous opportunity into a new business line.. Result: **€394K in revenue in the first 5 months → €989K accumulated in 16 months.**

FOCUS - Experimentation Framework

In the tax outcome simulation module, I identified that deciding what information to surface required validation against real user data. I executed an experimental methodology where each hypothesis about what to show was validated or discarded based on actual user behavior. Result: **+6.1% paid conversion** lift from interventions demonstrating impact.

DELIVERY CONFIDENCE - QA System

The product's QA structure needed systematization to be adoptable cross-team. I redesigned the documentary architecture and created a common methodology. Result: **944 test cases · 533 variants · 241 nodes** systematized, adopted by 3 squads, and incorporated as input for the company's QA automation initiative.

Product Design Lead - Operations Platform

Created TaxDown's Backoffice platform for two user groups: end customers and tax advisors.

DIRECTION - BPM

Operational processes were manual and didn't scale with business growth. I designed a BPM platform that structured and automated operational work, enabling tax advisors and specialists to work without intermediaries. Result: capacity to support **+250 tax advisors, +1M tax returns, and −50% in operational time.**

The New Society

2019–2021

Product · Ecommerce Designer

Hybrid product and business role within a fashion ecommerce company serving **150+ international clients**. Designed digital experiences focused on conversion, acquisition, and retention, balancing business needs with user experience.

LANGUAGES

Spanish — Native

English · French

EDUCATION

The Bridge Digital Design · IADE School of Design ·

UCM Advertising & Public Relations

HERRAMIENTAS

Figma · Amplitude · Metabase · Linear · Notion ·

Airtable · Claude · n8n · LangSmith