

Diego Limonchy

Senior Product Design & Manager

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Barcelona, Spain. Hybrid or Remote English — Full professional • Spanish — Native

01 SUMMARY

I design products, lead designers and help teams figure out what to build, how to build it, and how to get better at building together.

Currently working as Product Design Manager, leading a team of 6 senior designers at MAU, the B2C division of Leadtech Group.

10+ years in product design

Stayed close to the craft

Built and grew design teams

Changed how teams work

20+ digital products designed and shipped

02 EXPERIENCE

Mar 2026 — Now

Product Design Manager

MAU • Leadtech Group — Barcelona

Following a company-wide reorganization that launched MAU, a division dedicated to subscription-based products, I moved into a focused Product Design role at the same leadership level, returning to hands-on craft while owning the design direction of the division.

- Lead a squad of 6 Senior Product Designers across a portfolio of 18+ native iOS and Android apps, organized into product families to build deep domain expertise.
- Own the end-to-end design direction for subscription products spanning a portfolio with 100M+ downloads and a 4.6 average store rating.
- Operate as a player-coach, balancing team leadership with direct execution of high-impact, complex product features.
- Drive product strategy in partnership with stakeholders, aligning design decisions with business KPIs and translating roadmap vision into execution.
- Ground design decisions in data and experimentation, contributing to a ~15% improvement in user retention across mobile and web.
- Introduced AI-driven tools into the design workflow, cutting repetitive tasks by ~30% and freeing the team to focus on strategic, high-craft problems.

Dec 2023 — Mar 2026

Senior Design Team Lead, Mobile Apps

Leadtech Group — Barcelona

Appointed to structure and scale a multidisciplinary design department during a period of rapid mobile growth. Led a 20+ person organization at the same leadership level I hold today, the difference being breadth of disciplines rather than seniority.

- Directed a 20+ person department through 3 direct reports (Team Leads) spanning Product Design, UX Research, and Marketing Design, ensuring alignment across disciplines.

	– Scaled the design organization by 2x in under two years, defining hiring strategies and growth frameworks for both leadership and IC tracks. – Partnered with C-level stakeholders and Directors to align design vision with business strategy. – Coached design leaders in regular 1:1s, maintaining strong team stability through internal leadership transitions. – Managed resource allocation across multiple concurrent workstreams, ensuring on-time delivery of high-priority launches.
Sep 2020 – Jan 2024	■ Team Lead Product Design Leadtech Group – Barcelona Built the design team from the ground up as the mobile portfolio expanded, growing it to 10 people across Product Design, UX Research, and Marketing Design. – Launched 7 mobile apps over three years, from early concept through to release. – Built a 10 person design team from scratch, hiring across product design, research, and marketing design specialties. – Defined OKRs and growth strategy together with Product Owners and Project Directors. – Shaped hiring and onboarding end to end (profile definition, interviews, and ramp-up for new team members).
Mar 2019 – Aug 2020	■ Product Designer Leadtech Group – Barcelona Delivering hands-on UI craft while helping lay the foundations of the design system. – Designed polished, precise UI across platforms, from visual design through to implementation handoff. – Created and maintained reusable asset libraries, visual guidelines, and design system foundations. – Produced illustrations and animations for micro-interactions. – Collaborated closely with Product, Business, Data, and Engineering in an Agile environment, presenting design work to stakeholders and the executive team.
Jan 2018 – Mar 2019	□ UI/UX Designer Movetia – Barcelona Design consultancy specialized in banking and food-tech products, where I owned UI/UX across web and mobile for client projects. – Defined wireframe and UX processes for mobile and desktop, turning functional requirements into clear interface designs. – Built design systems and component libraries to keep delivery consistent across projects. – Produced navigable prototypes and micro-interaction animations, working directly with clients through planning and delivery.
Nov 2016 – Dec 2017	□ UI Visual Designer Inbenta – Barcelona
Jan 2015 – Dec 2016	□ UI Visual Designer ALEA – Barcelona

03 EDUCATION

2026	AI Design – Memorisely
2023	Behavioral Design Bootcamp – The Behavioral School
2021	Data Driven Design, Strategic Planning – La Nave Nodriza
2020	Advanced UX – Platzi
2013	Summer School, Advertising – Brother Barcelona
2011	Design Degree – Instituto de Diseño Caracas