

ABRAHAM GUERRA SENIOR PRODUCT DESIGNER

I'm a product designer shipping multi-market, accessible, production-ready UI, strong on discovery → delivery, complex flows, and design systems at scale.

[Portfolio](#) [Linkedin](#) abe@alfreshco.me

EXPERIENCE

OLX Group (Otodom) | Jan 2026 - Sept 2026 | Remote Contract Product Designer

Real estate marketplace in Poland where agencies pay to list properties. Joined the monetization team to ship Poland's first B2C portfolio-value pricing model, then designed a Buffer Display with a simulator to help agencies use it, lifting publish rate to 53% (up from ~40%).

heycar | Sept 2021 - Jun 2025 | Senior Product Designer - Remote (UK/DE/FR)

European marketplace for used cars, working across e-commerce, search/discovery, and lead flows. Simplified finance and online-buying journeys across 3 markets, evolved the multi-market design system, and partnered with PM and Engineering from discovery to release while mentoring junior designers.

Orbit29 | Mar 2021 - Jun 2022 | Contract Senior Product Designer - Remote (EU)

Studio partnering with health non-profits and health-tech startups. Designed and validated supportive flows for men's health (Movember) and mobile-first concussion management tools (CAPT for Schools), setting up light design-ops to speed multi-team delivery.

Local Heroes (British Gas) | Jan 2019 - Jan 2020 | Contract Senior Product Designer - London

Home-services marketplace. Streamlined the tradespeople PWA's job lifecycle by consolidating acceptance, quoting, invoicing, and closure into one flow, and added on-platform messaging and ratings to lower support tickets.

American Express | Oct 2017 - Sep 2018 | Product Designer - London/New York

Built an internal tool for Concierge that unified scattered workflows, shrinking hand-offs from hours/days to minutes, and defined the IA and prototypes to extend the tool from bookings into travel and lifestyle.

Cake Technologies | Feb 2016 - Oct 2017 | Product Designer - London

Restaurant payments app. Designed tab, split, and pay flows and helped shape a cashback-style rewards feature to boost retention, shipping in two-week sprints. Acquired by American Express (Oct 2017).

reed.co.uk | Mar 2015 - Feb 2016 | Mobile UI/UX Designer - London

Jobseeker apps (iOS/Android). Introduced swipe-style browse and save, simplified apply and contact paths, and shipped frequent improvements based on in-app feedback and user sessions.

Fuerte International | Mar 2014 - Mar 2015 | Mobile UI/UX Designer, London

Tripletshare | May 2012 - Mar 2014 | Product Designer, London

ideup! | Oct 2010 - May 2012 | Web UI Designer, Madrid

TOOLS Figma, Claude, Cursor, Notion, Jira, Confluence

SKILLS Product & discovery, research, ux/ui, design systems, prototyping