

Nicolas Marciano.

Product Designer

Product Designer who spent 6 years in enterprise software before switching — I design products with the *business logic most designers don't have.*

Open to product design roles · Remote or hybrid in Barcelona · Master's in UX/UI (Nuclio, 2025)

— 01 · Work

Selected projects

2026

Personal · iOS-first

Pack — iOS app that packs your bag from Calendar

End-to-end: **6 interviews + 30 surveys**, 8 screens + 4 widgets, design system, **9 usability sessions**.

→ *List adapts by trip type + luggage — 30% fewer items for cabin vs. suitcase. Interactive prototype with swipe-to-remove learning.*

nicolasmarciano.pages.dev/pack

2025

Master's capstone · Nuclio

Fika — iOS wellbeing app for remote workers

End-to-end: **46 surveys + 6 interviews**, design system WCAG AA, **14 screens** iOS native.

→ *4 product decisions with documented trade-offs. Break countdown, focus mode with intentional friction, dynamic daily summary.*

nicolasmarciano.pages.dev/fika

2026

Unsolicited redesign

Eventbrite — Organizer flow redesign

Heuristic analysis: **14 issues found**, 7 screens reduced to 1. Business tradeoff analysis for each decision.

→ *Target: ~80% reduction in time-to-publish (projected — concept, not shipped). Competitive analysis (Luma, Partiful) + metrics framework.*

nicolasmarciano.pages.dev/eventbrite-redesign

Professional background

Jan 2022 — Present

Inetum · Barcelona

JDE Functional Consultant

- Stakeholder & end-user interviews and cross-functional workflow mapping for industrial clients in France.
- Turn real user needs into clear product requirements, the bridge between people and technical teams.
- Hands-on research, requirements and process-design practice that feeds directly into my UX work.

Feb 2021 — Jan 2022

Qualita · Barcelona

Oracle ERP Functional Consultant

Worked directly with end users to surface real needs and design optimized workflows and business processes. User-requirements research and functional validation (UAT) with key users.

Mar 2015 — Dec 2020

Globant (ex Grupo Assa) ·
NYSE: GLOB

Functional Consultant · Junior → Senior

Six years across Grupo Assa (acquired by Globant). Stakeholder interviews, workflow & process mapping and end-user training across enterprise clients (Pernod Ricard, Arcor, Zucamor), where I learned to understand users and design the flows they depend on.

Education

Oct 2024 — May 2025

Nuclio Digital School · BCN

Master's in UX/UI Design

User Research · Figma · Design Systems · Usability Testing · IA · Prototyping

Skills

Research: Interviews, surveys, personas, journey mapping, competitive analysis, Nielsen heuristics

Design: Figma (auto-layout, variants, components), design tokens, design systems, Apple HIG, iOS native

Validation: Usability testing, adoption funnels, north star metric, trade-off documentation

AIly + Code: WCAG AA, VoiceOver, HTML/CSS/JS, interactive prototypes in code

Enterprise: JD Edwards (6+ yrs), Logistics, Finance, SQL — the reason I understand business constraints

Languages

Spanish *native* · English *professional working proficiency*