



Senior Product Designer 2019 – 2026 · Wikiloc

First product designer at the company, owning end-to-end design across Wikiloc's native iOS and Android apps, serving 20M+ users.

- Partnered directly with the CEO and engineering leads to turn ambiguous business and user problems into clear product strategies, priorities, and actionable roadmaps.
- Redesigned and launched Wikiloc's Route Planner, increasing routes planned by 70%. Redesigned the sharing experience, increasing trails shared by 80%.
- Led the 0-to-1 creation of Wikiloc's first points-of-interest discovery experience, using interviews, AI-assisted analysis of 1,000 search queries, tree testing, and functional prototypes to redesign the information architecture.
- Conducted quantitative and qualitative research regularly, including interviews, surveys, and usability tests. Defined KPIs and used product analytics to identify friction, guide decisions, and evaluate outcomes.
- Conducted quantitative and qualitative research regularly, including interviews, surveys, and user tests. Defined KPIs and used product analytics to identify opportunities.
- Introduced an AI-assisted design process using Claude Code, Cursor, and Codex to analyse research, explore concepts, build functional prototypes, and accelerate validation and decision-making.
- Built functional prototypes and contributed HTML, CSS, JavaScript, and React code to production, working with engineers from concept through implementation and QA.
- Established design critique and review practices, helping the team maintain a high standard of the product quality.

Senior Product Designer 2017 – 2019 · Morros Studio

Led 20+ product design projects across fintech, e-commerce, B2B, travel and consumer apps.

- End-to-end product design for Logista, Nestlé, Metalocus, YIELDUP, Banca March, and COSMIC.
- Defined and created design systems for several products.
- Led external teams of designers and developers across several projects.
- Conducted user research for several projects, including interviews, surveys and user tests.

UX / UI Designer 2016 – 2017 · Folch

Led digital projects for clients including Metrovacesa, Stradivarius, and Fundación Arquia, among others.

- Owned the company's digital design practice.
- Ideation of new digital product concepts for brands and institutions.
- Project management and stakeholder management.
- Conducted user research for several projects, including interviews, surveys and user tests.

Barcelona, Spain

+34 674 151 851

xaviermorros@gmail.com

xaviermorros.com ↗

linkedin.com/in/xaviermorros ↗

Profile

Senior Product Designer with 12+ years of experience turning complex systems into clear, scalable digital products across B2B and consumer markets.

As the first product designer at Wikiloc, I own initiatives end to end, from product strategy and discovery through research, interaction design, prototyping, delivery, and implementation. I partner closely with founders, product, and engineering teams, use research and data to guide decisions, and take ambiguous product challenges from problem framing to launch and iteration.

Studies

Graphic Design Degree	2007 – 2011
Editorial Design Postgraduate	2016
Advanced UX Research Program	2022
MERN Full Stack Development	2023
Fundamentals of product analytics	2024
Software Development Degree	In Progress

Skills

- Languages: English (Professional), Spanish & Catalan.
- Product analytics: Google Analytics, Metabase, Clarity, and SQL.
- HTML & CSS, JavaScript, React, Vite, Next.js, Tailwind.

Core Expertise

B2B / B2C product design · Complex systems · Product strategy · Information architecture · Interaction design · User research · Usability testing · Product analytics · Experimentation · Design systems · AI-assisted prototyping

Tools

Figma · Webflow · Framer · WordPress · GitHub · Jira · Claude Code · Codex · Cursor · ChatGPT · Google Analytics · Blender · After Effects · VS Code · Metabase · Clarity