

Ale Muñoz - Senior Product Designer

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Summary

Senior Product Designer with 25+ years across UX/UI design, design engineering, and product management, focused on developer tools, design systems, and shipped product improvements. Led cross-functional teams, improved onboarding by 20%, and built communities and workflows that scaled.

Passionate about design craft, with a strong eye for detail, simplicity, and beauty. But also a systems thinker, who cares about consistency, scalability, and feasibility. Understands that research and usability tests are key to creating products and services customers want to pay for.

Proficient in AI Tools, Figma, React, Storybook, and TypeScript, because shipped is better than perfect.

Experience

Staff Product Designer - **ZenRows**

Jul 2025 - Apr 2026 | Remote

- Leading the UX discipline for a developer-centric tool
- **Increased user onboarding rate by 20%** by implementing rapid UX/UI optimizations and streamlining the registration funnel
- Tech Stack: Laravel, Vue, Figma, Figma Make, Cursor, Claude Code

Product Design Engineer - **Qatium**

Mar 2023 - Jul 2025 | Remote

- Shipped collaboration and payments features, including multi-workspace, multiuser, and project sharing capabilities, showing **broad product design coverage across core product flows**
- Led the Plugins initiative end-to-end, building a **plugin platform from scratch in record time** and growing it into a hybrid product, design, and engineering function
- Shipped the **Energy Efficiency** plugin **from a cold sales call to production in 4 days**, owning research, design, and front-end build (TypeScript, React, SVG) — went live with no iteration needed
- Solo-designed and built the platform's developer documentation site
- Tech Stack: Miro, Figma, React, TypeScript, Storybook, Astro, Cursor

Product Manager, Developer Ecosystem - **Sketch**

May 2014 - Oct 2022 | Remote

- **Scaled Sketch from 7 to 100+ employees**, establishing QA, Research, and Customer Advocacy functions
- **Defined product direction**, ensuring Sketch fit large design team workflows
- **Scaled the Sketch Plugin ecosystem by 1000%** over 5 years by architecting developer APIs and fostering a community of 500+ active developers.

Design Director - **Designit**

Jul 2011 - May 2014 | Madrid, Spain

- **Reduced time-to-market and improved ROI** across multiple projects by integrating Agile methodologies and cross-functional design sprints
- Elevated the **design practice** and implemented **sustainable growth strategies**
- Introduced **design critiques and pair design sessions**, improving team output and collaboration

Additional Experience

- **Product Designer** - BeBanjo (now Mediagenix) May 2010 - June 2011
- **Art Director** - The Cocktail Jan 2006 - May 2010
- **Creator & Lead Designer** - Papapaga, MD Marketing & Medios Sep 2002 - Dec 2005
- **Art Director** - IconMedialab May 2001 - Sep 2002

Projects

- **Sketch Fusion 2022** - Designed and developed a tool for merging Design System documents, **making repetitive tasks 20x faster for our enterprise customers**
- **File Format Series 2022** - Blog series on Sketch's Open File Format, **increasing use of the open file format by 5x**
- **Color Variables Migrator 2020** - Migrated layers to Sketch Color Variables, **reducing support time 10x**
- **Unsplash Sketch Plugin 2019** - Official Unsplash integration for Sketch
- **SVGO Compressor 2018** - Optimized SVG exports in Sketch (2018), averaging a **file size improvement of more than 50%**

Skills

- **Design Skills:** User Experience (UX), Interaction Design, Wireframing, User Research, Design Systems, Accessibility, Rapid Prototyping, Design Engineering, Design Tokens, UX Strategy, Usability Testing, Product Thinking
- **Design Tools:** Figma, Claude Design, Pencil, Sketch, Miro, Penpot
- **Development:** Claude Code, OpenCode, Copilot, Cursor, Lovable, Storybook, React, TypeScript, Astro, HTML/CSS, Git

Public Speaking

- **"Introduction to DesignOps"** - Design At Scale Meetup (2018, Madrid)
- **"Hacking Sketch for Fun & Profit"** - Design Tools Hackathon (2016, Hamburg)
- **"Building Design Tools"** - BBVA Innovation Talks (2016, Madrid)
- **"Design Hacking: Working Less with Tech"** - UXSpain (2015, Salamanca)
- **"Supercharging Sketch"** - Sketch Users Meetup (2014, Madrid)

Community, Mentorship & Open Source

- **Sketch Plugins Forum (2015 - 2022):** Built and managed **the community** for Sketch Plugin developers, growing to **1000+ members**
- **Mentor at ADPList (2022 - Present):** Supporting emerging designers and experienced professionals in career growth, mentoring **10+ designers**
- **Open Source Contributions:** Developed and maintained popular plugins for Sketch, Fireworks & TextMate. Frequent contributor to Open Source projects, with more than **150 PRs merged over 90+ projects**, and 200+ public repos on my GitHub profile