**Irina Ovary Dalmau**
Product Manager | UX Designer

## Contact

irinaovary@gmail.com

+34 688 95 01 07

Madrid, Spain

## Visit

linkedin.com/in/irinaovary/

irinaovary.com

# Hello, World!

Passionate about Product and Design, always looking to improve or create new products for customers, committed in every step of the way both from my knowledge and curiosity.

With more than 5 years as a consumer goods Product Manager, I am transitioning to the Digital field. I can say I have the Business and the Customer point of view.

Above all, I am highly motivated and I am a Team work advocate, trying to develop myself both professionally and personally in a challenging environment.

In a more personal note, I love traveling and nature, I am an amateur aerialist, and I am also an animal lover.

## EDUCATION

- **Product Manager**
  THE PRODUCT MONSTER, SPAIN
  June 2020 - July 2020

- **UX UI Designer**
  IRONHACK, MADRID, SPAIN
  March 2019 - May 2019

- **Community and Content Manager**
  AULA CM, MADRID, SPAIN
  July 2014 - August 2014

- **University Degree in Marketing and Business**
  UADE, BUENOS AIRES, ARGENTINA
  March 2005 - December 2008
  Graduated with honors (8/10)

## SKILLS

**SOFT SKILLS**
- Communication
- Problem Solving
- Management
- Analysis
- Team Spirit
- Collaboration
- Curiosity
- Resourcefulness
- Strategy

**TOOLS**
- Design Thinking
- Agile
- Trello / Jira
- Sketch / Figma
- Microsoft Office
- Drive Suite
- Google Analytics
- Adobe CS
- HTML/CSS

## EXPERIENCE

- **UX/UI Designer**
  AI SCOPE
  August 2020 – Currently

- **Product Manager | UX Designer**
  FREELANCE
  March 2020 – Currently

- **Product Manager**
  AVON COSMETICS
  November 2017 - November 2019
  • Conduct research to identify customer needs
  • Create buy-in for the product vision
  • Translate product strategy into requirements
  • Develop product pricing and positioning strategies
  • Scope and prioritize activities
  • Improve user experience
  • Manage product launches
  • Track progress, assess risks and communicate contingency and mitigation plans

- **Project Manager**
  AVON COSMETICS
  March 2015 – October 2017

- **Account Manager**
  E-CENTRY (DIGITAL AGENCY)
  October 2014 – January 2015

- **Trade Marketing Analyst**
  CALSA - AB MAURI HISPANOAMERICA
  November 2010 – May 2014

## HOBBIES & INTEREST

- Travel
- Sport
- Movies
- Photos
- Animals

## LANGUAGES

- Spanish (native)
- English (C1)

## YoLocal

**Problem:** during the pandemic lockdown I was worried about local business and their lack of digitalization.

**Solution:** geolocalized marketplace to find local business in your neighborhood.

**Role:** PM | UX Designer (group project)

**Stage:** defining roadmap, investors deck and next stages. Looking accelerators and investors.

**Methodology and Tools:**
Design Thinking
Figma
Miro
Whimsical
Marvel
Trello
Google Drive
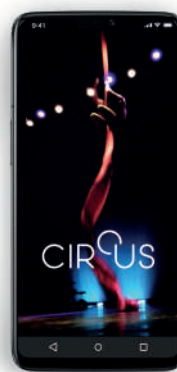Slack
Skype

**Link to Case Study**

## Circus

**Problem:** the circus community is unattended. It is not easy to find a place to train or information about performances.

**Solution:** informative app where you can find circus shows and places to train no matter where you are.

**Role:** UX/UI Designer (individual project)

**Stage:** momentarily on standby.

**Methodology and Tools:**
Design Thinking
Kanban
Trello
Sketch
Flinto
Google Drive
Diagrams
Photoshop
Lots of post its and paper

**Link to Case Study**

## Bronze & Glow

**Problem:** products proposal came from UK, and we had some specific needs in our market (bronzing line for our portfolio).

**Solution:** we managed to negotiate with an external vendor and launched a collection with four products related to the market.

**Launched:** April 2019

**Result:** boosted product sales by over 30% more than expected.

**Role:** Product Manager

## Process

**Problem:** presentations to C-level were changing on daily basis. Lack of standardization and many request from different teams resulted in many hours generating those presentations.

**Solution:** I gathered information and requests from the team, and created a template to generate different waterfalls with the most important information.

**Result:** time for slides preparation was reduced in 20% al least.

**Role:** Project Manager