



rodo h orellana

Head of Design · Head of Product Design · Director of Design

Design leader who builds and ships with agentic AI. 20+ years architecting and scaling digital products, from zero-to-one MVPs to enterprise SaaS.

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EXECUTIVE PROFILE

Product and design leader with two decades building, directing, and scaling **50+ digital platforms** across B2B enterprise SaaS, mobile, and high-scale web — for clients in the UK, US, France, Spain, UAE, and Taiwan. Studio co-founder who leads **dual-shore, cross-functional design and engineering teams** across London and Barcelona.

Pairs deep UI/UX systems craft with end-to-end technical literacy to turn complex business friction into high-converting products. An early operator of **agentic AI and rapid-prototyping pipelines in production design cycles** — cutting MVP time-to-market by up to **70%** while raising delivery quality. Known for hiring, mentoring, and aligning multidisciplinary teams around modular design systems and measurable outcomes.

WHAT I LEAD ON

Design org leadership

Building and directing cross-functional teams of designers, engineers and AI specialists; hiring, mentoring and setting the craft bar.

AI-native design operations

Agentic AI toolchains and rapid-prototyping engines embedded into real delivery workflows.

Executive partnership

Translating C-suite and stakeholder briefs into shippable, revenue-relevant products.

Zero-to-one product strategy

50+ platforms from concept to launch, with a zero-delay MVP delivery record.

Design systems at scale

Modular, multi-tier systems spanning enterprise web, mobile and SaaS.

CORE COMPETENCIES & TECHNICAL OVERVIEW

Leadership & Strategy

Design org building, team hiring & mentoring, zero-to-one product strategy, UI/UX systems architecture, design thinking, multi-agency / dual-shore team management, stakeholder & executive partnership.

AI & Innovation

Agentic AI design workflows, rapid-prototyping engines, ML-driven search & feedback-loop UX, AI-assisted delivery pipelines.

User Experience & Craft

Enterprise UI/UX systems, design systems, high-fidelity prototyping, interaction & motion design, responsive mobile/web, interactive gamification, journey mapping and usability testing.

Technical Fluency

Front-end oversight (HTML5, CSS3, JavaScript, PHP), codebase review, developer handoff specs, API workflow mapping, Git, MySQL / MongoDB, Plesk, phpMyAdmin and DNS.

Figma

Adobe Creative Cloud

Stitch

WordPress

Shopify

PrestaShop

Agentic AI toolchains

Rapid prototyping engines

SELECTED VENTURE & ENTERPRISE WORK

Ford Motor Company (US)

ENTERPRISE GAMIFIED RECRUITMENT PORTAL & UX POC

- Co-led product design strategy within a transatlantic agency cohort — Grounded World (US), Nouance Studio (UK) and Rocketvan — to architect an interactive recruitment portal, “Access Tomorrow Today,” repositioning Ford as a premier mobility-technology brand.
- Architected a multi-tiered experience with interactive gamification challenges and urban visualisations to attract elite engineering talent.
- Conducted technical feasibility audits and authored UI design specifications so external developers could execute complex interaction flows seamlessly.
- **ACHIEVED** — delivered a fully interactive proof of concept on an accelerated schedule, deploying AI-assisted design pipelines to cut delivery time and boost engineer engagement during stakeholder validation.

Pharmatalent (Switzerland / UAE)

B2B LIFE-SCIENCES TALENT PLATFORM

- Designed the product architecture and multi-tier interface for an enterprise B2B SaaS talent-advisory platform serving recruiters, candidates and administrators.
- Mapped user journeys for advanced ML search algorithms, integrating natural-language feedback loops that let recruiters refine search precision dynamically.
- **ACHIEVED** — streamlined talent-discovery workflows and reduced candidate-screening latency across high-compliance European healthcare sectors.

ToPlayGether (Spain)

B2B2C AMATEUR-SPORTS WEB & MOBILE PLATFORM

- Designed the product experience for a multi-sided SportsTech venture connecting players with teams, clubs and competition organisers.
- Unified discovery, player recruitment, registration, payments, calendars and standings in one scalable platform.
- **ACHIEVED** — supported the complete journey from finding a game to running a league or tournament across web and mobile.

Digital Fibre — Diagonal BTP Solutions S.à.r.l (France)

ENTERPRISE INFRASTRUCTURE WEB & MOBILE APP

- Directed product design and workflow mapping for a platform serving contractors on France’s national fibre-optic broadband roll-out.
- Replaced manual spreadsheets, insecure FTP transfers and fragmented email with a centralised web & mobile app for real-time incident reporting and field-team sync.
- Oversaw interface design and server-side staging for seamless usability across field technicians and central project managers.
- **ACHIEVED** — accelerated field-to-office reporting velocity by 40% and eliminated data-synchronisation bottlenecks across multi-region infrastructure deployments.

PROFESSIONAL EXPERIENCE

● Rocketvan — London, UK & Barcelona, Spain

Co-Founder & Head of Design & Innovation June 2022 – Present

- Led design and delivery of **web platforms, SaaS applications, mobile products and interactive PoCs** for clients across the UK, US, France, Spain, UAE and Taiwan — maintaining a zero-delay MVP delivery record.
- Scaled and manage the studio's design practice from **3 to 12** designers, engineers and AI consultants — owning hiring, mentoring, craft standards and dual-shore workflow.
- Cut MVP time-to-market by up to **70%** by introducing risk-driven Spiral frameworks and agentic AI prototyping pipelines into the studio's core process.
- Unlocked a **30% gain in delivery efficiency** by embedding agentic AI and rapid-prototyping engines into the studio's core process.
- Directed product design for enterprise clients including Ford, Pharmatalent and MedTech / SportsTech ventures, from strategy through developer handoff.

● Hacking Founders Podcast — London, UK & Prague, Czech Republic

Co-Host & Executive Producer January 2025 – Present

- Co-founded and host an executive technology podcast on growth frameworks, founder strategy and operational workflows with venture-backed leaders.
- **Interviewed 12+ venture-backed business leaders and founders**, defining brand identity, multi-channel media assets and AI-driven automated content-distribution engines.

● iMediaVan — London, UK

Digital Director / Digital Art Director May 2015 – June 2022

- Directed a creative digital team — **core of 6, scaling to 10+** — designing and deploying front-end, back-end, cloud and IoT platforms for corporate clients across the UK, France, Spain, US and Saudi Arabia.
- Owned full product life cycles — concept workshops, wireframing, user testing, interface design, database setup and production deployment.
- Managed executive client relationships, translating business briefs into scalable e-commerce, landing-page suites and mobile-app experiences.

● YardPartners — London, UK

Senior Digital Designer September 2010 – April 2015

- Designed interactive digital platforms, learning systems, motion graphics and corporate identities for global brands including Unilever, Wall's, Lipton, Ben & Jerry's and Airwave Solutions.

● Agencies across Paris · Barcelona · London

Art Director & Digital Designer 2001 – 2010

- Delivered high-profile digital campaigns, interactive platforms, motion graphics and web builds for Disney, Buena Vista International France, Ubisoft, Activision, Sega, Bouygues Telecom, Universal Music and the French Ministry of Culture.

EDUCATION & CERTIFICATIONS

EDUCATION

Master’s Degree in Multimedia

Logica Gironina · 2002 – 2003

Degree in Graphic Design & Visual Communication

BAU, Centro Universitario de Diseño · 1999 – 2002

CERTIFICATIONS & HONOURS

- Google AI Professional Certificate — Google
- Cactus Mastermind Growth Program — Cactus
- Cyber Security Workshop — London South Bank University
- Innovation Online Accelerator — Studio Zao
- Sales Foundation Programme — Sandler
- Hackathon Finalist — SIX Bank Group

BEYOND THE STUDIO & LANGUAGES

BEYOND THE STUDIO

Capoeira instructor & community leader — 10+ years coaching a 15+ member academy in discipline and team cohesion.

Maker — 3D printing, Raspberry Pi hardware and custom apparel.

Global mobility — Japan, Mexico, Brazil, Belgium and Saudi Arabia.

LANGUAGES & STATUS

Dual British & Spanish citizenship — unrestricted UK / EU work status.

English · Bilingual

Spanish · Native

French · Bilingual

Catalan · Native

Portuguese · Professional