# Eric Martínez Solís

**Director of Product Design**

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Director of Product Design with 10+ years of experience building and scaling design organizations across e-commerce, marketplaces, and IoT-driven platforms. Proven track record leading multi-disciplinary design and research teams, owning UX strategy for €100M+ products, and driving measurable business outcomes including revenue growth, cost reduction, and regulatory risk mitigation. Experienced in operating across complex European markets and partnering closely with Product, Engineering, and Executive leadership.

## CORE LEADERSHIP CAPABILITIES

**Design & Organization Leadership**
• Design & Research Strategy • Org Design & Team Topologies • Hiring, Coaching & Performance Management • Career Frameworks • Design Operations

**Product & Business Impact**
• Product Discovery & Experimentation • Conversion Optimization • Growth & Acquisition • E-commerce & Marketplaces • Regulatory & Risk Management

**UX Excellence**
• Design Systems at Scale • UX Research & Insights • Omnichannel & Mobile UX • Accessibility & Quality Standards

**Technical Fluency**
• Front-End Literacy • Design Systems Engineering • IoT Product Ecosystems

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF PRODUCT DESIGN & USER RESEARCH

**Flaconi**, Berlin | 11/2024 - Present

• Own the design and research strategy for Flaconi's web and native platforms (iOS & Android), supporting €400M+ annual revenue and 4M+ customers across 12 European markets
• Lead and scale a multi-disciplinary org of 9 designers and researchers, defining hiring profiles, career paths, and performance standards
• Partner with Product, Engineering, and Executive leadership to align UX strategy with commercial and operational priorities
• Delivered high-impact initiatives including:
  ‣ Implementation of Omnibus compliance across EU markets, mitigating up to €10M in regulatory risk
  ‣ Introduction of Pickup & Dropoff delivery options, reducing logistics costs by ~30%

### TEAM LEAD UI/UX DESIGN

**kfzteile24 GmbH**, Berlin | 03/2021 - 10/2024

• Built and led the UI/UX function for a €150M+ e-commerce business serving 2M+ monthly users across multiple European markets
• Defined company-wide design and research strategy, supporting multiple brands, platforms, and mobile applications
• Led the digital implementation of the company's award-winning rebranding
• Drove measurable growth through UX and experimentation:
  ‣ +4% YoY increase in organic app acquisition
  ‣ €2.2M generated through conversion optimization initiatives

## PRODUCT DESIGNER
**eBay**, Berlin | 03/2020 - 03/2021

- Worked within eBay Classifieds on a high-scale marketplace serving millions of users across European markets
- Contributed to platform-wide acquisition strategy and growth initiatives across web and native mobile applications
- Co-created and launched a B2B self-service advertising product, acquiring the first 500 customers
- Delivered measurable impact on growth, including +30% YoY organic app acquisition

## PRODUCT DESIGNER
**Vodafone**, Berlin | 01/2018 - 01/2020

- Early member of Vodafone's Berlin Innovation Lab (CVRSH), working on digital products and MVPs for German and global divisions
- Contributed to the growth of Vodafone's IoT product ecosystem, supporting initiatives aligned with large-scale international rollout
- Co-developed a mobile-first digital tariff product and early e-commerce experiences for IoT offerings

## WEB DESIGNER / WEB DEVELOPER
**dunnhumby**, Berlin | 03/2015 - 01/2018

- Built strong technical foundations in design systems, front-end development, and data-driven advertising products
- Collaborated closely with product and account teams to deliver scalable programmatic advertising solutions for global brands
- Contributed to internal tools supporting rapid growth during a period of company hyper-scale

## LANGUAGES

**English** — Professional competence.........................C2
**German** — Professional competence.........................C1
**Spanish** — Native ......................................................C2

## EDUCATION

**Bachelor's Degree in Graphic Design** — Higher Art's
School of the Principality of Asturias (ESAPA), Spain.

**Additional studies in Art Edition & Photography** —
Spain & Belgium