

Rocío de Torres Artillo

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Profile

Product Designer with 10+ years of experience, specialising in human-on-The-loop for AI. Lead UX and design systems combining no-code tools and AI-assisted innovation to optimise processes and user experience. Expert in cross-functional collaboration, research, and scalable design frameworks.

Work Experience

11/2023 Remote	Product Designer Candu - Solo product designer for Candu.ai and DuBot: end-to-end UX for B2B users and autonomous AI agent. - Designed AI Copilot and Selector Agent for content generation without developers; redesigned prompt-editor flow and led Chrome extensions. - Created human confirmation UX for AI agent actions, key in enterprise pilot demos. - Migrated design system to tokenised framework, standardising UI for internal tools and agents.
02/2022 – 07/2022	Product Designer Luca - Led user-centred UX/UI design, improving learning experience on the platform. - Mentored new UX/UI designer, accelerating growth within the team.
10/2019 – 02/2022 Remote	Product Designer Candu - Built branding, design system, and UX/UI of Candu.ai from scratch, leading Design Thinking to shape functionality. - Designed no-code onboarding and growth experiences for non-technical teams without developer support.
03/2018 – 10/2019 Spain	Product Designer Emergya an Ayesa company - Designed virtual assistants, chatbots, and interactive maps, using design systems for multiple platforms and devices. - Applied end-to-end Design Thinking (concept, research, prototyping, user testing) in Agile/Scrum teams.
09/2016 – 06/2017 San Francisco, California	Lead Designer LettersTo - Managed creative team for branding, editorial, and web design, unifying visual outcomes across digital and print. - Directed creation of UI assets, UX flows, templates, and covers for both LettersTo platform and physical book. - Led visual concept and product strategy from ideation to production, integrating UX/UI with graphic and editorial design.
08/2014 – 10/2016 Leatherhead, Surrey, United Kingdom	Lead Designer and Studio Manager TWO Digital Marketing - Managed production and led Madrid office operations, ensuring smooth project delivery. - Designed wide range of digital and print pieces (web, apps, games, email, banners, video, branding, UX/UI, infographics, interactives), increasing engagement and brand presence.
01/2010 – 01/2016 London, United Kingdom	Graphic Communication Designer Freelance - Provided graphic and digital design to diverse clients (print studios, retail, startups), enhancing brand identity and digital presence with HTML/CSS/jQuery web development. - Strengthened visual and product communication through editorial design, packaging, and custom illustration for marketing across industries.
02/2012 – 07/2012 London, United Kingdom	Graphic Designer Prontaprint Designed, produced, and printed cards, brochures, stamps, stationery, and posters, ensuring high quality, zero errors, and timely delivery.

Work Experience

01/2011 – 01/2012

Madrid and surroundings,
Spain

- Maintained direct client contact, offering customised design solutions.

Graphic Designer **737 Shaker**

- Created style guides for Jelly Jamm and Televisa, ensuring consistent brand application, and designed video game apps, enhancing user engagement.
- Designed marketing materials and websites, supporting brand growth and digital presence.
- Developed concepts and editorial design for Clan TV magazine and infographics that simplified complex information into attractive visuals.

Higher Education

01/2012 – 12/2014

Saint Martins College | MA in Communication Design University of the Arts London

01/2008 – 12/2010

Graphic Design | Fine Arts University of Barcelona

01/1991 – 12/2004

High school | High School Diploma Europe International School (Spain)

Languages

- LANGUAGES

Spanish
Native

English
Professional

Tools

- TOOLS

Figma
Professional

Claude
Professional

★ Strengths

User empathy

Adaptability

Design thinking

Cross-functional collaboration

Visual communication

Eye on details

Design systems

★ Events

Conferences:

- Speaker at Voice Summit Spain, 2019 Madrid → Delivered expert knowledge on virtual assistants

Exhibitions and Presentations:

- Participant in silent auction, Camden Image Gallery, 2014 London → Exhibited curated graphic work
- Collaborator in Communication Design with King College, Somerset House, 2013 London → Presented interdisciplinary design concepts
- Presenter of Graphic Design at Hispack International Packaging Exhibition, 2008 Barcelona → Showcased innovative packaging solutions