Daniel Ortiz

Product Designer

I design products end to end and take them to production with AI-assisted development

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PROFILE

At the Spanish Basketball Federation I lead the design of the Digital Scoresheet, the kit-validation platform and the FEB competitions web ecosystem, LF Endesa included: field research, Figma, user validation and AI-assisted front-end development. Before that I was a nurse for five years: I know how to listen to real users and decide under pressure.

EXPERIENCE

Product Designer · Spanish Basketball Federation (FEB)
Feb 2025 – present · Madrid

- **Digital Scoresheet:** led the redesign of the official scoring tool (3,500+ games per season): research at live games, Figma prototyping, beta with scorers and training for the national rollout.
- **Kit-validation platform**, designed and developed by me in Lovable: 313 clubs and 674 requests in its first season. Replaced email threads with a panel holding rules, statuses and communication with FEB staff.
- **FEB competitions web ecosystem:** one API-driven site per competition, with a central hub and a custom CMS. Design and front-end development.
- **FEB K "Nada te frene" scholarships** (Kellogg's): landing page, application flow and admin panel used to award 100 scholarships.
- **Internal tools** (parking, ticketing, FEB/CaixaBank volunteers) as PWAs/React: from prototype to deployment, with AI-assisted development.

Product Designer · Let's Be Social Inc. (TRUST), Los Angeles
Mar 2026 – Aug 2026 · Freelance · remote

- Sole designer of the TRUST app (business–influencer matching with swipe/match mechanics): designed most of the app and its core flows directly with the founders. Live on the App Store and Google Play.

Founder & Product Designer · Vertebra Studio
Nov 2025 – present · Freelance

- Websites and digital identity for independent professionals: strategy, design, development (Next.js / Astro) and SEO.

Rookies · Founder & Product Designer
2025 – present · Side project · somosrookies.com

- Pick-up basketball app, designed and developed from scratch: Expo + Supabase, back office, website and push. Live on both app stores.

Registered Nurse · Andalusian Health Service
Jul 2019 – Feb 2025 · Andalusia, Spain

- Five years of hospital care: decisions under pressure, working with patients and families, multidisciplinary teams.

SKILLS

Product Design
UX Research
UI Design
Design Systems
Prototyping
Usability testing
Information architecture

TOOLS

Design
Figma (advanced) · Adobe CC · FigJam

AI-assisted development
Lovable · Claude Code · Cursor

Stack
React / Next.js · Expo · Supabase · HTML/CSS · Git · Vercel · SEO

EDUCATION

Master's in User Experience Design
UNIR · 2024 – 2025

BSc in Nursing
University of Granada · 2015 – 2019

CERTIFICATIONS

Meta React
Coursera · 2026

Design Thinking & Scrum
UNIR · 2024

Advanced Adobe Creative
UNIR · 2025

LANGUAGES

Spanish	native
English	B2
Italian	professional