



Product and growth designer: consumer apps, brands and funnels, from copy to code

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Founder of funnels.es and maker of Kyun, the Japanese app I built for my own studies. I design products end to end, from the words and the brand to the code, and I judge them by what users do: signups, retention, conversion. AI-native: I ship with Claude Code and Codex. Before this, I founded and sold two web design agencies and advised startups in Dubai on acquisition and onboarding.

SELECTED WORK	Kyun · Founder, design and build Launched Sep 2026 The Japanese-learning app I built for my own studies - Designed the product and brand, and built and launched it in three weeks with Codex (React, TypeScript, Firebase), working with a Japanese teacher who created the content. - Set up staging and production, automated tests, GitHub Actions deployment, Sentry error monitoring and PostHog analytics from day one.
	funnels.es · Founder 2024-present Acquisition funnels and conversion design - Design and build webinar, video sales letter and quiz funnels, from conversion-focused copy and UX to implementation. - Built a quiz funnel for a Japan travel agency, with conditional questions and saved progress: booked-call conversion rose from 3% to 11.6%. - Designed Meta ad concepts, a webinar landing page and an editable acquisition-cost (CAC) calculator to model campaign economics.
	Made for Migaku · Independent style sample October 2026 A Migaku homepage redesign for the Founding Designer application - Rewrote the homepage from Migaku's App Store, Chrome and Trustpilot reviews and designed it with Migaku's real product screens and team. - Went from first look to finished design in two days with Claude Code.
	lander.co · Founder 2021-2023 Founded and sold a US web design agency.
EARLIER	DrWeb · Founder 2020 Founded and sold a Spanish web design agency.
	gv.consulting · Entrepreneur in Residence 2016-2019 Advised digital ventures in Dubai on acquisition and growth.
	TURN8 · Entrepreneur in Residence 2015-2016 Ran a pre-accelerator in Dubai; advised startups on acquisition, funnels, onboarding and UX.
	Startupfy and Innovacart · Founder 2009-2014 A startup studio and a QR-commerce startup, my first company.
SKILLS	Design and build Figma, Webflow, HTML, CSS, JavaScript, Tailwind CSS, React, TypeScript.
	Growth Conversion rate optimisation, A/B testing, copywriting, quiz, webinar and VSL funnels, Meta ads, PostHog analytics.
	AI Claude Code and Codex in daily work. Courses: Anthropic (Claude Code in Action, Introduction to MCP), OpenAI Academy (Agents and Workflows).
	Learning and languages Reforge Growth Series and Product Strategy · Spanish (native), English (fluent).