

Álvaro Velasco Izquierdo

Senior Staff Product Designer, AI

AI-native product, conversational and agentic UX, design leadership. Shipping since [WWDC19](#)

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Summary

A product designer who ships the work, not just the mockups, and these days mostly pointed at AI. I prototype and build with AI tools like Claude Code and Codex, and I take things to fit and finish myself; albruv.com is an AI-native product I shipped end to end, on my own. I have shipped AI into real products since GPT-3, from real-time AI feedback UX at Fretello to prompt design and RAG-backed assistants at SellerCrowd. I lead with solution-first prototypes and hard-won intuition, built from staying close to users and the numbers, more than a rigid process. Now that anyone can generate a screen, the value is choosing what is worth making and getting the craft right. I have led and mentored design teams, and I set the standards and rituals a practice runs on. As the CEO's design partner I also rebuilt the contribution engine and the pricing, and I designed Rewards, a fintech wallet with real cash balances and cash-out, growing MRR roughly 3x on flat headcount. Strategy and craft, on a small team that ships.

Core Skills

AI Product Design: Conversational UX, AI agents and copilots, agentic workflows, human-in-the-loop, progressive disclosure of AI, trust calibration, prompt design, RAG, AI output evaluation, error and confidence states

Design Leadership: AI design vision and strategy, leading and mentoring designers, codifying craft standards, design org culture, stakeholder alignment, cross-functional leadership with product, engineering and AI/ML research

Product & Visual Craft: End-to-end product design, UX/UI and visual design, interaction design, complex workflows, rapid prototyping in code, ship to fit and finish, taste and craft

Design Systems: Design system strategy and adoption, design tokens, components, patterns, agentic UI patterns, documentation, multi-brand scaling

Research & Data: User research and customer insight, experimentation and A/B testing, product analytics, UX metrics and measurement (NN/g), dogfooding and feedback loops, competitor and market analysis

AI Tooling in Workflow: Claude Code, OpenAI Codex, Perplexity, Lovable; prototyping, research synthesis and design exploration with AI

Domain: Fintech and payments product design (rewards wallet: cash balances, payouts, cash-out); regulated, compliance-heavy industries; global remote-distributed teams

Experience

SellerCrowd · Director of User Experience

Jun 2021 – Present · New York, USA · Remote

The largest media-sales community in the US, built on a member-contributed database where the data is the product. I lead end-to-end product design and UX, embedded with engineering.

- Diagnosed stalled growth and rebuilt the [contribution engine](#) with behavioural design and product strategy, backing each call with user interviews and analytics on contribution depth, and grew [MRR from \\$111K to \\$356K](#) (about 3x) on flat headcount.
- Since GPT-3 launched I have led the platform's AI product work: prompt design, RAG-based systems, conversational assistants (Scout, plus a Spending chatbot), and evaluation of what the model returns, with human-in-the-loop checks where the output has to be trusted.
- Designed Rewards, a fintech product inside the platform. Members earn real cash balances from their monthly contributions and choose to hold the money or cash it out. I owned the wallet and balance views as well as the cash-out flow.
- Built the design system (tokens, components, patterns, docs) and drove its adoption as a DesignOps function, so it became the standard every shipping decision stands on.
- Act as strategic partner to the CEO, set product direction from ambiguous starts, and run cross-functional work with product and engineering to ship complex initiatives.

Fretello · Product & UX Designer

Oct 2018 – Jun 2021 · Linz, Austria · Remote

An AI-powered guitar-learning app. While I was there it was featured on stage at [Apple's WWDC19](#) and named App of the Day in 127 countries.

- Led the design of the core AI feedback, Listening UI (what the model hears) and Mirror UI (the camera tracks the player's hands and overlays the correct fingering in real time). Both sit at the centre of the product.
- Took the Learning platform from first hypothesis to MVP, zero-to-one AI product design under real ambiguity.
- Designed the [Sign in with Apple](#) experience Apple picked for the WWDC19 stage demo, and shipped accessible consumer-mobile patterns (dynamic type, VoiceOver, reduced motion).
- Built Fretello Labs, a user-research system that powered ongoing, evidence-based product decisions, and ran workshops that ended in clear team decisions.

GVC Holdings PLC (now Entain) · Lead UX Designer, Gaming & Portal

Aug 2016 – Sep 2018 · Gibraltar

A FTSE100-listed global sports-betting and gaming company, regulated and compliance-heavy.

- Built and scaled Vanilla 6, the white-label design system behind 15+ global brands including [bwin](#), [PartyPoker](#) and [Sportingbet](#), and drove its adoption through training and pairing across four product teams.
- Led and mentored an 8-person UX team, and codified the craft standards, rituals and SOPs the team ran on.
- Defined UX direction and partnered closely with product and engineering, turning research into briefings the team could act on.

Earlier Experience

William Hill, UI/UX Designer · Gibraltar · 2014–2016

BetVictor, Senior UI/UX Designer · Gibraltar · 2013–2014

Freelance, Graphic and Web Design · Madrid · 2007–2013

Combustible Creations and Nivel21, Videogame UI and Art · Madrid · 2010–2012

Ábalos & Herreros, Graphic Designer at an architecture studio · Madrid · 2005–2007

Education & Professional Development

Professional Master's in Videogame Design & Production, CICE, Madrid · 2009–2010

Graphic, Artistic & Digital Creation (2D/3D design, illustration, animation, web design), ESDIP, Madrid · 2005–2009

Statistics for UX (measuring and quantifying user experience), Nielsen Norman Group (NN/g) · 2020–2021

SEO/SEM with Google Ads and Google Analytics, Plenum Media, Madrid · 2012

Interests

Elected community president for 5 blocks of 150+ residents · Fitness · Painting miniature models.