

Jorge Molina Fuster

Product & Service Designer based in Madrid, Spain

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PROFESSIONAL PROFILE

Product & Service Designer specialized in designing end-to-end experiences and automating complex processes. I take a systemic approach, designing both the end user's interaction and the internal operational tools that improve business efficiency. Specialist in applying Artificial Intelligence to customer experience (Human-AI interaction), building scalable Design Systems, and accessible design.

PROFESSIONAL EXPERIENCE

Product Designer & UX Research — Wakyma Innovation | May 2023 – Present

- **Human-AI Experience Design (CX):** Founding Product Designer of SlothVet, an AI assistant that automates veterinary paperwork, designed from 0 to 1. The interface achieved majority adoption, becoming the leading automated in-consultation note-taking tool and giving each clinic back dozens of hours of manual work every month.
- **Omnichannel Customer Journeys (End-to-End):** Designed an integral communication module connecting the core software with the WhatsApp Business API. This allowed users to orchestrate marketing campaigns, reminders and chatbot flows from a single touchpoint, boosting self-service and conversion.
- **Internal Service Design & Operational Efficiency:** Mapped and designed AI-agent automations for the technical support department. This drastically reduced the team's manual workload, enabling thousands of yearly incidents to be handled and closed with greater agility.
- **Strategy & Continuous Research:** Led Product Discovery, combining qualitative analysis of support conversations with on-site field research in veterinary clinics. Turned these insights into business decisions, taking features from idea to high-fidelity prototype.
- **Leadership & Stakeholder Influence:** Drove product adoption across the company, working with Business, Marketing and Operations teams. Delivered live sales and demos to business owners in the sector (AEVETVAL 2026, Iberzoo+Propet 2025).
- **Design System Governance:** Built and scaled the product's design system in Figma, ensuring visual consistency across multiple modules and speeding up value delivery with the technology team.

Communication & Marketing Manager — ICOM 360 | November 2022 – May 2023

- Managed digital marketing and social media campaigns for 3 B2B and B2C clients, from strategy to execution.
- Earned coverage in specialized trade media by writing press releases and institutional content.

EDUCATION

Certification in Accessibility and Inclusive Design | 2026

Interaction Design Foundation (IxDF), Accessibility: How to Design for All. Distinction: Top 10% of the class.

Master's Degree in Interaction Design and User Experience (UX) | 2024 – 2025

Universitat Oberta de Catalunya (UOC) | Grade: 9.02/10

- Master's thesis awarded highest honors (Matrícula de Honor): design of a collaborative platform to reduce costs in the training and operation of non-commercial flights, based on UCD methodology and prototyped in Figma. [Available in the official UOC repository.](#)

Bachelor's Degree in Advertising and Public Relations | 2019 – 2023

Universidad Rey Juan Carlos (URJC) | Grade: 8.52/10

- Published bachelor's thesis: a study on social media use by Third Sector organizations, published in the international communication journal Ámbitos. [Available in the ÁMBITOS International Journal of Communication.](#)

SKILLS

- **Product & Research:** Product discovery, user interviews and field research, usability testing, information architecture, journey mapping, insight synthesis, data-driven design.
- **Design & AI:** Interface design, interactive prototyping, design systems, human-AI interaction and Gen UI, accessibility (a11y).
- **Stack & Tools:** Figma, Claude Code, Cursor, Codex, GitHub, Hotjar, Optimal Workshop, Notion.
- **Languages:** Spanish: native, English: B2.