

LYDIA GARDÓN

CPO & PRODUCT OWNER

✉ lydiagardon@gmail.com

in lydia-gardon

📍 Madrid, Willing to relocate

🔗 letsmakeithappen.site

Facilitator of solutions for digital products.

My principles: to add value, with great visual quality, in a usable, profitable, and scalable way. I am passionate about translating complex concepts into simple products; seeing them come to life, learning from their mistakes, and nurturing them until they become independent.

Always keeping one eye on the small details and the other on the data, which guide me in making the best decisions.

Skills

Asana, Notion, Slack, Intercom, Pipedrive, Holded, Gsuite, ChatGPT, Figma, Adobe Suite, Canva, Marvel, Lucid Chart, Mindomo, Typeform, HTML, CSS, Bootstrap, Sublime, GIT, APIs, Assembla, Wordpress, Shopify, Data Studio, Mailchimp, After Effects, Wave.video

Product Strategy, Ownership & Vision

Product/Design Leadership Experience

Roadmap

UX/UI Design

Frontend Design

Workflow

Wireframing

Prototyping

User Testing

Technical Requirement Documents

Quality Assurance

Testing Process

Bug Reporting

Cross Browsing

Customer Focus

Structured & Strategic Thinking

Recruitment & Onboarding

OKRS

Data Driven

Product Adoption

Product Analytics & Metrics

Process Creation & Optimization

Languages

Spanish Native

English Alto, competencia profesional

French Fluido conversacional

Education

Master's in Graphic Design and Digital Communication with a specialization in Art Direction
[CICE, Madrid](#)

Bachelor's in Audiovisual Communication
[Universidad Pontificia Salamanca](#)

CPO & Product Owner

Le Guide Noir (SaaS, Madrid)

2019 - Present

Responsible for the vision, design, coordination, and implementation of product development strategies and their adoption with clients and across different departments within the company. I focus on delivering high-quality, usable, stable, and functional products, particularly within the business line related to the social media performance tool, with over 24 active products.

- Definition of the roadmap and tracking of KPIs aligned with the company's OKRs.
- Product analysis and benchmarking to increase MRR.
- Wireframing, prototyping, and product design.
- Management and coordination of product and IT teams: priorities, sprints, agile methodologies, etc.
- Creation of technical requirements documentation for development.
- Quality assurance, manual testing, and cross-browser testing.
- Creation and optimization of internal processes and product adoption strategies.
- Recruitment, onboarding, and career development plans.
- Customer Success: customer support, onboarding, QBRs, churn control, contract management.
- Supplier management and negotiation, cost analysis.
- Billing, bank reconciliation, P&L.

Key Achievement:

Created the company's most scalable and successful product, which reduced churn to below 2.7% and decreased the signing time from 45 to 30 days, benefiting not only the SaaS MRR but also the company's other business lines.

Lead of UX/UI

Le Guide Noir (SaaS, Madrid)

2014 - 2019

Head of the UX/UI Department, leading a team of 7 designers and coordinating with the development department, consisting of 6 developers.

- Design and layout of new modules and functionalities for both front-end and back-end.
- Coordination of the design department and workload management.
- Creation of technical requirements documentation for the IT department.
- Recruitment and onboarding of new design team members.
- Leadership and launch of parallel projects: [Ign.bio](#), [influencer.bible](#), [solidness.co](#).

UX/UI Designer

- **Reinventa Marketing Agency**

2013 - 2014

Head of the Design Department. Creation of websites and newsletters for restaurants and the hospitality industry. Development of a custom booking engine. Creation of processes and optimization for production scalability.

- **Clubkviar Private concierge service club for high-end restaurants. Acquired by Resy**

2011 - 2013

Product design, coordination, development of technical specifications for the programming department and testing. Viral marketing strategies on social media.

- **Destinity (Grupo Mercantis) Private high-end travel club. Acquired by Destinia.**

2010 - 2011

Design, layout, development of technical specifications for the IT Department, and testing process. Viral marketing strategies on social media. Heatmaps, A/B landing page tests.

- **Life Supporting Technologies UPM, Research Group**

2007 - 2009

Interaction and usability designer for mobile applications in European projects within the biomedical engineering research group at the Polytechnic University of Madrid. Design of use cases and scenarios for patients and doctors.

Before 2007

Prior to this date, I worked in roles such as Art Director, Web Designer, Graphic Designer, Camera Operator and Editor in TV, and Production Assistant. Some of these jobs were for the Ministry of Education, Institute for Women, Government of Extremadura, Chamber of Commerce of Salamanca, or Public Libraries of the Community of Madrid, among others.