

Fran Marrero

PRODUCT DESIGNER

• OPEN TO FULL-TIME

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EXPERIENCE

Product

Sep 2023 - Today

Product Designer

textplus · Remote

Product design for a messaging and calling app on iOS and Android, working alongside product and engineering. I led the redesign of the Store, the purchase flow where subscription, credits and ads meet, from research to handoff; it is in production on Android. I design flows and screens for new features, and build and maintain the design system in Figma, with tokens and theme modes aligned with the Flutter implementation, plus the usage documentation for the team. I define with product the metrics the redesigns are judged by.

Sep 2018 - Nov 2025

Senior Visual Designer

Clicars · Hybrid

I designed and iterated interfaces and product pages for a used-car marketplace, with marketing and engineering, and kept one visual language across product and campaigns.

CASES

text+ Store ↗

Three purchase entry points became one main path. In production on Android.
franmarrero.com/en/work/store-redesign

text+ design system ↗

216 screens audited, 277 variables and three modes, consumed from Flutter.
franmarrero.com/en/work/design-system

Typography Style Sync ↗

A Figma plugin that generates text styles from the variables, in one click.
franmarrero.com/en/work/figma-plugin

Before product

Feb 2012 - Jun 2017

Creative Designer

Treexor · Santa Cruz de Tenerife

I designed and built web interfaces, and worked on brand strategy for the studio's clients.

Jan 2011 - Jun 2012

Concept Artist & Interface Designer

Tropical Games Studio · Santa Cruz de Tenerife

Art direction and interfaces for mobile and tablet games, plus native app design.

Nov 2009 - Jun 2012

Web / Graphic Designer

Eheide Consulting · Santa Cruz de Tenerife

Web design and front-end build (HTML, CSS, JavaScript) and corporate identity.

SKILLS

End-to-end product design

Design systems and tokens

Prototyping and flows

Research and benchmarking

Handoff with Flutter, iOS and Android

Documentation and usage guidelines

Brand applied to product

SOFTWARE



FIGMA



FIGMA PLUGIN API



FRAMER



ILLUSTRATOR



PHOTOSHOP



ASANA



JIRA



SLACK



NOTION



CLAUDE CODE



ANTIGRAVITY

LANGUAGES

SPANISH · NATIVE

ENGLISH · B2

EDUCATION



Degree in Fine Arts, Design

Universidad de La Laguna · 2004 - 2009



Digital Arts

Universidad de Castilla-La Mancha · 2007 - 2008



Google certification in UX design

Google

Start the UX Design Process: Empathize, Define, and Ideate · Foundations of User Experience (UX) Design