



# anibal salido arquillo

**Role** Lead/Senior Product Designer

**Nationality** Spanish

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## Experience

Professional

2022 - 2026

### Senior Product Designer Klickrent (Zeppelin GmbH)

[www.klickrent.de](http://www.klickrent.de)

Drove the digital transformation across Klickrent's B2B construction platform, simplifying operational processes and improving user efficiency. Established UX/UI foundations through reusable design systems & component libraries while elevating visual consistency across the product.

2016 - 2020

### Senior Product Designer Mercedes-Benz Group

[www.moovel.com](http://www.moovel.com)

Led UX/UI initiatives across Moovel's digital mobility products, driving consistency, usability, and scalable design patterns across platforms. Translated complex mobility use cases into intuitive experiences while aligning design decisions with product strategy and brand positioning.

2015 - 2016

### Head of Design MXO Media AG

[www.mxo.ag](http://www.mxo.ag)

Led the creative and artistic direction within an AR startup environment, translating business objectives into cohesive design strategies across immersive experiences, digital products, and brand initiatives. Directed the design process, guiding multidisciplinary teams.

2012 - 2015

### Senior UX/UI Designer Schmittgall Tower 5.

[www.schmittgall-gruppe.de](http://www.schmittgall-gruppe.de)

Delivered user-friendly interfaces and interactive experiences for multiple brands, shaping both UX and visual identity. Improved alignment and delivery speed by documenting use cases, flows, prototypes, and storyboards for testing and implementation.

2007-2012

### Multimedia Designer Framestorm Ltd.

[www.framestorm.tv](http://www.framestorm.tv)

Helped shape modern layouts, brand identities, and interactive experiences across digital projects. Delivered high-performing rich media (Flash games, banners, interactive ads) and improved consistency by applying visual systems across websites and multimedia campaigns.

## Founder

Personal Projects

2025

### Exodo.io

[www.exodo.io](http://www.exodo.io)

Launched a multilingual SaaS platform to support expats in navigating bureaucracy and relocation processes. Built scalable features and AI-powered solutions that adapt to the user's unique relocation needs.

2023

### Costura.io

[www.costura.io](http://www.costura.io)

Built an all-in-one SaaS platform for DTC expertise, eCommerce inspiration, and online retail tools, designed to help merchants engage their audience, market products, and boost sales.

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2021

## Tifography

[www.tifography.com](http://www.tifography.com)

Tifography is a creative studio born out of my work with Goal of Fame. The studio helps athletes and sports brands tell their stories and connect with fans through innovative design and visual storytelling.

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2020

## Barbell Republic

[www.barbellrepublic.com](http://www.barbellrepublic.com)

Created a fitness lifestyle brand focused on strength culture and apparel. Defined the creative direction, brand identity, and digital presence, while overseeing product design and marketing.

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2018

## Goal of Fame

[www.goaloffame.com](http://www.goaloffame.com)

Created and scaled an e-commerce brand dedicated to premium football-inspired artwork. Led product design and visual identity while managing production, partnerships, and digital marketing campaigns.

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## Education

Academic

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2005 - 2006

### MA Media & Communication

Southampton Solent University, UK

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2003 - 2004

### BA Creative Industries

Southampton Solent University, UK

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1999 -2002

### BA Advertising

C.E.N.P Madrid, Spain

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Courses/Training

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2026 (Ongoing)

### AI Product Manager

Coursera (online)

2023

### Full-Stack Web Development

Udemy (online)

2002-2003

### Cinema & Visual Communication

Instituto del Cine de Madrid

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## Professional skills

Proficiencies

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### Software & Tools

Design & Prototyping: Figma

UI/UX: Hotjar, Zeplin, Sketch, Adobe XD

Graphic & Motion: Adobe Creative (Ps, Ai, Ae, Id)

Collaboration & Workflow: Miro, Trello, Slack, Jira.

AI: ChatGPT, Claude Code, Cursor.

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### Technical Skills

Frontend: HTML/CSS, JavaScript, React/Next.js

Design-to-Code: Figma/React, Design Systems

Other: Git/GitHub, Vercel, Firebase, Supabase.

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### Other Skills

Digital Marketing: Meta Ads, Google Ads, SEO/SEM

Analytics & Tracking: Google Analytics, Google Tag Manager, Meta Business Suite, Search Console

E-commerce: Shopify & WooCommerce.

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### Spoken Languages

Spanish (Native)

English (Fluent)

German (B1)

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