

DELFINA SAMRA

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Product Designer and Architect with experience designing consumer products, design systems and experimentation, combined with hands-on BIM, 3D modelling and architectural workflows. Increasingly working with AI-assisted coding workflows to prototype interfaces and collaborate more directly with engineering.

WORK EXPERIENCE

Carrots Lab

Barcelona, Spain

Product Design Lead

2025 - present

- Led end-to-end design initiatives across onboarding, monetization and retention experiences for consumer mobile products.
- Used Claude Code to build functional UI prototypes, enabling faster validation, clearer implementation guidance and closer collaboration with engineers.
- Partnered with Product Managers, Engineers and UA teams to define customer needs, prioritize opportunities and ship iterative improvements.
- Drove UX decisions through experimentation, product metrics and user behavior analysis.
- Contributed to scalable cross-platform design systems and product consistency.

Product Designer

2024 - 2025

- Designed and shipped user-centered features across mobile and web products, balancing user needs, business goals and technical constraints.
- Created end-to-end flows, prototypes and production-ready UI concepts, leveraging AI-assisted coding tools to explore and communicate solutions.
- Created a design system used across seven products, improving consistency and efficiency.
- Collaborated closely with engineers, using AI-assisted coding tools to create functional HTML prototypes and accelerate implementation handoff.

Adorabook

Product Designer (Contract / Freelance)

2023 - 2024

- Led UX/UI redesign for an AI-powered product across web and mobile.
- Improved onboarding and activation journeys through iterative design and usability improvements.
- Created prototypes and high-fidelity interfaces in Figma to validate concepts and communicate product direction.

Architect & BIM Specialist

Spain, Germany & Argentina

BIM Architect

2018 - 2024

- Worked across multiple architecture studios delivering residential and commercial projects.
- Produced BIM models, project documentation and construction drawing using Revit, Rhino and SketchUp.
- Collaborated with architects, consultants and engineers throughout project development.

EDUCATION

Alaire Barcelona

UI & Design Systems Course

Barcelona, Spain

2023

Coderhouse

UX/UI Design Bootcamp

University of Buenos Aires

Bachelor & Master's Degree in Architecture & Urbanism

Barcelona, Spain

2022

Buenos Aires, Argentina

2014 - 2020

LANGUAGES

Spanish: Native | **English:** Bilingual (C2 Cambridge Certificate) | **Italian:** Conversational (A2)

SKILLS

BIM Workflows | Complex Systems Design | Information Architecture | 3D Modelling | Product Design | UX/UI Design | Interaction Design | User Research | Product Discovery | Prototyping | Design Systems | UX Strategy | Mobile & Web Design | Experimentation | A/B Testing | Funnel Optimization | Monetization | User Flows | Usability Testing | Cross-functional Collaboration

TOOLS

Figma | Claude Code | VS Code | ChatGPT | Gemini | Firebase | App Store Connect

ARCHITECTURE & 3D TOOLS

Revit | Rhino | Sketchup | Enscape | 3DMax