

WILHELM RAHN

Product designer

About me

I'm a product designer with a business-oriented set of skills.
I help companies take their digital products from good to great.

Empathy + Metrics are my main weapons in battle. I enjoy deep-diving into projects that require complex problem-solving and great solutions.

Core Skills

I have experience in all areas of value generation from working in startups: UX, UI, product vision, roadmapping, GTM, marketing, software development, and sales cycle.

I learn fast, and make users the most important part of every design decision.

Info

Location: Valencia area, Spain.

Email: hey@wil.es

LinkedIn: linkedin.com/in/wrahn

Portfolio: wil.es/portfolio

Relevant Work History

PRODUCT DESIGNER
Tangent
Jan 2022 - Feb 2023

- Worked on the SAP Learning project throughout all stages: research, prototyping, testing, and design delivery.
- Innovated design proposal presentations for clients.
- Big focus on user-centric design.

PRODUCT DESIGNER
Sideby.io
Mar - Sep 2021

- Feature prioritization & planning.
- Interaction design and hand-off.
- Conducted user interviews, wrote PRDs and led backlog refinement.

PRODUCT MANAGER
Localixo
Nov 2019 – Jan 2021

- Monitored KPIs for B2C/B2B.
- Managed backlog, roadmapping.
- Defined feature set through research, MVPs, user interviews, and user testing.

UX & PRODUCT DESIGNER
Localixo
Sep 2017 – Nov 2019

- Designed interactive mockups, user stories, and a design system.
- Led handoff process to dev team.

BRAND MANAGER
Cpz Hispania
2015 – 2018

- Website & App design.
- Logo & identity design.
- Google & Facebook Ads campaigns.
- Conducted market research.

MARKETING & DESIGN
Canarias.com
2011 – 2014

- Front-end web design.
- Gift card strategy and design.
- Copywriting and visual content creation for social and print.

Education

BACHELOR'S DEGREE IN GRAPHIC DESIGN
Universidad Rafael Belloso Chacín
2003 - 2008

- Developed complex communication projects with a focus on visual branding and infographics.
- Designed digital, printed, and physical products
- Trained in mass media, social media, and new technologies.