

Website: adiegz.com | LinkedIn: <https://www.linkedin.com/in/adiegz/>

Product & Accessories Designer | UX/UI Specialist | Multidisciplinary Creative

PROFESSIONAL EXPERIENCE

KAITZ STUDIO – Head Designer

Remote | Ongoing

- Create innovative, purpose-driven design solutions across fashion, industrial design, UX/UI, and creative direction.
- Deliver brand-aligned design systems, from concept to production, for clients spanning apparel to digital platforms.
- Provide consulting services to accelerate product development timelines, helping clients bring ideas to market more efficiently.
- Maintain clear and straightforward communication throughout all phases of collaboration, ensuring alignment and client satisfaction.

LULULEMON ATHLETICA

Vancouver, Canada | Ongoing

Accessories Designer | September 2022 – April 2024

Junior Accessories Designer | March 2021 – September 2022

Design Assistant | November 2018 – August 2019; January 2020 – March 2021

- Led seasonal designs for Women's and Men's accessories, overseeing product lifecycle from ideation to production.
- Drove innovation and design for new product categories including Travel and Performance accessories, expanding the brand's market reach into these markets.
- Spearheaded the Back-to-School bag line, supporting youth-focused modern user needs.
- Implemented a new accessory branding strategy across global product lines, improving brand visibility and consistency.
- Created detailed tech packs, fabrications, and trims using knowledge of cut-and-sew, patterning, and material sourcing.
- Collaborated with athletes and wear-testers for user-informed improvements and iterative product development.
- Collaborated with factories in Asia to develop accessories, ensuring all products met quality and cost targets,

NNERGIX – Junior UX & UI Designer

Barcelona, Spain | December 2017 – November 2018

- Designed and launched a next-gen SaaS dashboard for weather forecasting in renewable energy.
- Led wireframing, prototyping, and user journey design using Invision and SketchApp.
- Established a new brand identity and company website, modernizing the visual language and improving usability.
- Partnered with engineers to implement responsive UI and enhance user engagement.

ALEX BOZA DIEGUEZ

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PROFESSIONAL EXPERIENCE

PAEZ - Junior Footwear Designer

Barcelona, Spain | February 2016 – March 2017

- Designed seasonal collections of footwear and accessories including backpacks, totes, and duffels.
- Developed detailed technical specifications to support the production processes, ensuring accurate translation of design concepts into final products.
- Produced new surface graphics and print patterns across footwear and accessories.
- Contributed to color/material/finish (CMF) strategy for across all footwear and accessories styles.
- Designed new product packaging including a shoe box, hang-tags, labels and silk paper.

EDUCATION

LCI BARCELONA

Master's Degree – Creation & Development of Digital Projects and Interaction.

Elisava University

Bachelor's – Engineering in Industrial Design.

CORE SKILLS

- **Product Design:** Industrial, Accessories, Footwear
- **UX/UI Design:** SaaS platforms, Wireframing, User Research, Prototyping
- **Creative Direction:** Visual Identity, Branding, Art Direction
- **Technical Skills:** SolidWorks, Creo PTC, Adobe CC, Blender, Keyshot, Clo3D, Figma
- **Soft Skills:** Cross-functional collaboration, Product strategy, Team leadership.

ADDITIONAL STRENGTHS

- 6+ years in the fashion industry balancing design innovation and business needs
- Experienced in pattern making, sewing, and prototyping
- Led cross-functional projects and completed a year-long mentorship program
- Skilled in facilitating design thinking workshops to validate ideas and uncover user insights