

Patricia Bóveda

Product Design · Product Ownership · AI Prototyping

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Product Designer with 8+ years of experience in digital product design, specialized in complex B2B products (travel tech and edtech). I combine design and Product Ownership: I don't just design the solution, I decide what gets built and when. I work AI-first, from definition to prototype.

Experience

Senior Product Designer / Product Owner

Quadrant Travel Technologies

November 2022 - Present

- Designed and defined Quadrant Travel Marketplace from scratch, a B2B tool for wholesale travel agencies to upload and distribute their travel products. Live with 5 agencies as early adopters.
- Kept a direct feedback loop with users in every iteration, which drove key decisions such as splitting content, contracts and rates, or breaking onboarding into 4 steps.
- Grew from UX Designer to Product Owner of the project (since December 2025): functional definition, backlog, roadmap and dev team coordination, with AI embedded in definition and prototyping.
- Designed the full UX of the hotel vertical in Quadrant Travel Cloud: search, results, configuration and booking flow.

Product Designer

ThePower Business School

March 2022 - November 2022

- Designed PowerLearn, a learning content editor that replaced Typeform and is now sold as a B2B product (www.powerlearn.es).
- Redesigned the B2B dashboard, designed the mobile app and created the Design System in Figma.

Landing Page Designer / CRO

ThePower Business School

April 2020 - March 2022

- Designed and optimized landing pages for national and international campaigns (+5% conversion).

Designer

Creativia Marketing

October 2018 - April 2020

- Digital product design and creative proposals for clients, with end-to-end project management.

UI / Visual Designer

Tribal Worldwide (now Habitant)

June 2018 - October 2018

Marketing Assistant

MCR Info Electronic

June 2017 - June 2018

Education

AI Prototyping

Nocodehackers

May - June 2025

Behavioral Design

Dani Solana (Mentoring)

2021 - 2022

Service Design Executive · Design Research

UXER School

2019 - 2020

Business and Entrepreneurship

ThePowerMBA

2018 - 2019

Master's Degree in Advertising Communication

Universidad Carlos III de Madrid (UC3M)

2016 - 2017

Bachelor's Degree in Design

Universidad Complutense de Madrid

2012 - 2016

Languages

Spanish

Native

English

C1

Skills

Product Design · UX Research · Prototyping · Design Systems · Product Ownership · Roadmapping · Service Design · Behavioral Design · CRO

Tools: Figma · Notion · Claude · Claude Code · Jira · GitHub · Vercel