

Eva Jobard

Senior Product Designer & certified
Design Thinking Coach

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[Portfolio](#)

EXPERIENCE

[Podimo](#), Barcelona — *Senior Product Designer*

AUGUST 2024 - PRESENT

Shaping Podimo's Community experience end-to-end, delivering core features including Community Feed, Creator Profiles, Polls, Chapters, Read-Along and a Player redesign.

Drove NSM growth from 8% to 25% through engagement loops that increased participation, retention, and long-term value.

[Designlab](#), Freelance — *UX Academy Mentor*

FEBRUARY 2021 - PRESENT

Teach design through hands-on projects and 1:1 mentoring.

From day one to building their portfolio with real life projects: Responsive Web Design, Feature within an Existing Product, End-to-End Mobile App.

[Blinkist](#), Berlin, Barcelona — *Senior Product Designer*

AUGUST 2019 - JANUARY 2024

Leading Blinkist's first ever social engagement/community product strategy, from vision to discovery to execution.

Mentor more junior designers using talent development framework to remove blockers and facilitate decision making.

[Tillhub GmbH](#), Berlin — *Founding Product Designer*

JULY 2018 - JULY 2019

First Product Designer of the following platforms: Dashboard, POS system, Label Printer, Customer Facing Display, Companion iOS App.

Lead of UX team of two mentoring and organizing tasks while setting professional structures and guidelines for brand and design at Tillhub.

[Axa](#), Barcelona — *UX Researcher & International Coordinator*

JULY 2014 - MARCH 2017

Set up from scratch the Equal Employment Opportunity Plan with HR for 800+ workers with actions & follow-up.

Defined, planned and conducted user research delivering compelling insights to the management and Human Resources teams.

[Religion Clothing LTD](#), Barcelona — *UX Copywriter & Social Media Strategist (Part Time)*

FEBRUARY 2015 - OCTOBER 2015

Collaborated with Religion UK's marketing and communications team to optimize copy.

Achieved a 25% Facebook and 35% Instagram growth through strategic engagement with artists and bloggers.

SKILLS

End-to-End Product Design

Mobile Consumer Experience Design

Interaction Design & Visual Craft

Information Architecture & User Flows

Design Systems & Scalable Patterns

User Research & Data-Informed Decision Making

AI-powered workflows

Rapid Prototyping & Iterative Product Shipping

Cross-Functional Collaboration & Stakeholder Influence

Mentorship & Design Leadership

TOOLS

Figma, Figjam, Miro

Jira, Notion, Asana

Amplitude, Mixpanel

Chat GPT, Claude Code

Claude Design, Midjourney

LANGUAGES

French (Native), English & Spanish (fluent), German (B1)

PROJECTS

[Run your own research and usability testing](#) — Udemy

[Creative Practice](#) — YouTube

Ibiza Essentials Agency, Barcelona — *Assistant of Production*
(Part Time)

OCTOBER 2011 - JANUARY 2015

Planned and executed diverse events, driving strategy with daily communication to labels, promoters, and media.

Coordinated with creatives for high-quality post-event materials, managing logistics and projects with international artists.

Vunee Pro, Barcelona — *UX Researcher & Communications Strategist*

SEPTEMBER 2013 - JULY 2014

Contributed to the product lifecycle, conducting extensive research and establishing a comprehensive database.

Grew social media platforms to 5000+ fans and organized 50+ presentations, including the successful app launch at the Vicious Music Awards.

EDUCATION

The Autoris Institute for Talent Development, online — *Certificate*

OCTOBER 2021 - JULY 2022

Design Thinking for Leadership, Coaching, and Talent Development.

Universitat de Girona, Barcelona — *Master Degree*

OCTOBER 2010 - JULY 2011

Communications, PR, Events Management.

Université de Basse Normandie, Caen — *Language Degree with emphasis on Business Management*

OCTOBER 2005 - JUNE 2008

English, Spanish, Arabic. Civilisation, Law, Economics & Marketing.