

David Aragonés

Design Manager & Principal Product Designer

Guadalajara, Madrid area, Spain | LinkedIn: [linkedin.com/in/drakonux](https://www.linkedin.com/in/drakonux) | GitHub: github.com/drakonux

SUMMARY

Design manager at Liferay, leading a 12-person product design team across Spain, Italy, Brazil and the United States, with three design managers as direct reports. 18 years designing complex enterprise software: interaction design, information architecture and design systems. Built the hiring process the design division uses, separated career growth from promotion, saw two designers promoted to staff, and leads AI adoption in the design team.

EXPERIENCE

Liferay | Madrid, Spain (hybrid)

Design Manager

May 2022 - Present

- Manage three design managers in a 12-person product design team distributed across four countries, with 1:1s every two weeks.
- Run performance reviews that combine peer feedback, written expectations, self-reviews and feedback from the product director.
- Built the hiring process: a bank of interview questions coded by area and level, a 90-minute live challenge instead of take-home exercises, and a hiring guideline for the whole process. It became the design division's official process.
- Hired 4 designers as hiring manager (two junior product designers, a senior product designer and a junior research designer).
- Grew the team: 2 designers promoted from senior to staff in 2024, one of them a front-end engineer brought into design in 2022; another designer moved into a program manager role to run DesignOps.
- Separated career growth from promotion: a six-step career plan adapted from MIT for growth, and written promotion cases with evidence for every criterion of the competency matrix. Wrote the staff product designer role description.
- Led Design Infrastructure (Research, DesignOps and design systems) from 2022 to 2024, and turned the research practice into a process any designer can use.
- Lead AI adoption in the design team: a shared repository of reusable AI skills and Lexicon Vanilla, a build-free HTML and CSS version of the design system for prototyping with AI, public on GitHub.
- Run design critiques and a weekly design leads forum; work directly with the product director and engineering.

Principal Product Designer

Jan 2025 - Present

- Lead the redesign of global navigation for Liferay DXP and act as product manager of the epic: a mega menu of about 50 items per tab became a simple menu, with a home and local navigation for each context.
- Restructured the information architecture of the Control Panel, separating system-level from instance-level settings, after a discovery with internal expert users.
- Prototype in working HTML on design system tokens.

Staff Product Designer

Jul 2019 - Dec 2024

- Design leadership of the Liferay Design System (Lexicon and Clay), open source; presented its evolution at Friends of Figma Barcelona in 2021.

Senior Product Designer

Aug 2016 - Jul 2019

- Filled in as product manager; led a research project on Digital Workplace.

Vector ITC Group

Interaction Design Consultant, Telco 3.0 at Telefónica España

Aug 2013 - Aug 2016

- Designed high-fidelity prototypes to transform the catalog tool; led a team of three; wrote an interaction and design guideline.

iSOFT

Senior Interaction Designer

Jul 2011 - Aug 2013

- Researched, documented and developed UI controls with cross-functional teams; applied Microsoft Health Common User Interface guidelines to healthcare interfaces.

Indra Sistemas

Design Intern

Oct 2010 - Jun 2011

- Interaction and interface design for a call-center application on desktop, kiosk and iPad.

Telefónica I+D

Design Intern

Aug 2009 - Sep 2010

- Fixed UI issues in a TV application with HTML and JavaScript; designed custom UI controls in XAML for a Silverlight desktop project.

Addentra Internet

Layout Designer, freelance

Sep 2008 - May 2009

- Turned visual designs into XAML views and controls with Expression Blend; editorial design for dental publications.

EDUCATION

Bachelor's degree in Information and Communication (UX), Universitat Oberta de Catalunya (UOC)

2021

Program in Web Design and Art Direction, CICE

2011

CERTIFICATIONS

Design Ops, Tramontana Institute

2024

Windows UX Design, Microsoft

2013

SKILLS

Leadership: design management, people management, hiring, performance reviews, career frameworks, promotion cases, design critique, distributed teams, cross-functional collaboration with product and engineering.

Design: interaction design, information architecture, navigation design, design systems, prototyping, user research.

AI and tools: Claude, Claude Code, Figma, HTML, CSS, JavaScript, Git, GitHub, JIRA, Dovetail, Maze.

Languages: Spanish (native), English (professional).

WRITING AND TALKS

Still Human, essay, Liferay Design: design.liferay.com/articles/2026/still-human

2026

Lexicon, the evolution of Liferay's design system, talk in Spanish, Friends of Figma Barcelona

2021

The Danger and Pitfalls of Uniformity in Design Systems, article, Liferay Design

2018