

Julián Rodríguez Orihuela

Digital transformation consultant / Senior Product Manager

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Summary

Over the past 10 years, I have been helping organizations build, launch and grow successful products in the public and private sectors while improving their ways of working. I am focused on digital transformation, building teams that work with modern practices of empowered product teams, user centered design, and agile development.

Experience

[EVM](#) / Chief Product Officer

FEB 2022 - PRESENT, MADRID

Currently working on the creation of a Product business unit and culture inside a growing consulting company in the Canary Islands. In charge of setting up agile practices, user centered design, recruiting talent, coaching product managers, and building two digital products from scratch, while also helping the company start a new distributed way of working.

[Kin and Carta](#) / Principal Product Manager

OCT 2020 - AUG 2021, BUENOS AIRES

I had the dedicated role of product manager of Shell Energy's mobile app in the UK, an app with more than 130,000 monthly active users for one of the top 10 energy suppliers in the UK. In this role, I led the roadmap definition, priorities, alignment, and new features based on stakeholder management and continuous user research, in a 100% distributed team of 10 people.

Also in this role, I helped kick-start the product capability in Kin and Carta's Buenos Aires office, by leading the hiring of new PMs and improving the practice, going from 0 to 7 PMs in the span of a year.

[Buenos Aires City Government](#) / Digital Experience Director

DEC 2019 - OCT 2020, BUENOS AIRES

I was in charge of conducting a team of 30 people, including UX practitioners, content designers, and developers, working on improving the official city government website *buenosaires.gob.ar*, used by more than 200,000 people each month, setting the standards for digital products and reviewing user experience for all digital products created by the government.

In this period we went from a fully co-located team to a fully distributed team since the start of the COVID pandemic, implementing new ways of working for the team and dedicating most of our work to the communication of government measures and information about the pandemic, for which the website was the official communication channel, whilst working on a new website version and design system.

[BICE / Investment and Foreign Trade Bank of Argentina](#) / Digital Strategy Consultant

JAN 2019 - DEC 2019, BUENOS AIRES

Consulted on the onboarding experience of new customers.

[Ministry of Modernization of Argentina](#) / National Director of Digital Services

JAN 2016 - OCT 2018, BUENOS AIRES

In charge of leading a team of over 50 people that worked on implementing the single-domain strategy for the country's government *argentina.gob.ar*, the single-window strategy for transactions *Mi Argentina* and the single platform for government office appointments *argentina.gob.ar/turnos*. Responsible for:

- Unifying more than 1000 websites under one platform with one voice, that went from 0 to 10,000,000 monthly active users in the span of one year and is to this day the single official channel of communication for government services.
- Leading the creation, launch, and management of the official G20 website for 2018.
- Implementing digital standards throughout government platforms and mobile applications.
- Defining a citizen satisfaction strategy and implementing it through manuals, training of front-desk public officials, and satisfaction platforms (surveys and complaints).
- Producing a complete list of government services with their corresponding guides and digitization levels.

eGov office of the Buenos Aires City Government / Creativity and Usability Manager

MAR 2012 - DEC 2015, BUENOS AIRES

In charge of a team of 6 people that worked on implementing a single-domain strategy and the user experience design of mobile applications.

In this role, I worked on the implementation of the new *buenosaires.gob.ar* single domain strategy and website, in charge of the content strategy, information architecture, stakeholder management, and UX design.

New Media office of the Buenos Aires City Government / Multimedia designer

JAN 2010 - MAR 2012, BUENOS AIRES

One of the 4 co-founders of the first government office dedicated to social media in Latin America, in charge of producing content (research, videos, posts), coordinating social media channels for the main government accounts, and the social media strategy and training for ministerial government teams.

Informal blog of the Buenos Aires City Government / Blogger

JUN 2008 - JAN 2010, BUENOS AIRES

Responsible for the city government's first informal blog, in charge of researching, producing interviews with citizens and public officials, and managing the blog and social media accounts.

Skills

- Product management
- People management
- Stakeholder relations and management
- User centered design
- Content design
- Scrum framework
- Teamwork
- Issue management

Languages

- Spanish: Native
- English: Proficient

Education

Universidad de Palermo / Audio-visual designer

2002 - 2007, BUENOS AIRES