
Azur González Alonso



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Profile

20 years leading product and design, from art director to specializing in digital product. Last 7 years focused on product management, operations, and technical teams, combining strategic vision with practical execution. Vibe coding for rapid prototyping and concept validation.

I've worked with clients like Inditex, Abanca, and Estrella Galicia from my own studio, and led product and operations at Vidiv, an award-winning conversational AI platform (INNDAT 2025 winner, Santa Lucía).

Specialized training in Product Leadership and Culture, Interaction Design, and DesignOps at Instituto Tramontana.

Experience

Product and Operations Lead | Vidiv — June 2025 - February 2026

Led the consolidation of the core product following strategic pivot: voice conversational agents platform with sub-second latency.

- Defined and implemented development processes: problem/solution specification, scope management, resource allocation...
- Established profitability model for network of 3 partners managing ~20 clients, including time tracking and margins
- Reached 3,000 monthly usage minutes (north star metric), with peaks of 5,000 during high demand
- Shipped 70+ features in 6 months with 2-person team (designer and developer), weekly release cadence
- Prioritized agile roadmap based on direct feedback from clients and partners

Design Team Lead | Visual MS — September 2023 - February 2026

Led strategic design initiatives for Visual MS group.

- Managed designers' migration from Sketch to Figma and reduced costs by migrating Adobe subscriptions to Affinity
- Coordinated audiovisual team for Miguel Arias's "Close & Personal" podcast (guests: José María Álvarez-Pallete, Ana Pastor, Jon Riberas)
- Implemented AI-focused initiatives: access to Freepik and Lovable for team experimentation
- Led redesign of group's main corporate identity

Designer | Visual MS — November 2018 - September 2023

Support on cross-divisional projects for Visual MS group while simultaneously working as independent consultant.

Designer | Vidiv — September 2020 - January 2024

Collaborated with Javier Cañada in Vidiv's initial phase, a Visual MS startup focused on massive online gatherings during the pandemic, translating strategic vision into tangible designs in direct collaboration with development.

Founder | We Braw – 2014 - 2020 and TANK — 2010 - 2014

Founded and led two design studios specialized in corporate identities and digital products, managing operations, client relationships, and administration (budgets, billing). Expanded focus toward usability and user experience.

Clients: Inditex, Fundación Amancio Ortega, Cruz Roja, Estrella Galicia, Hijos de Rivera, Jealsa Rianxeira, Marineda City y X Madrid (Merlin Properties), Abanca, Nortempo, Frinsa, Concello de A Coruña

Art Director | Unlimited CG, BAP Conde, Maxan — 2005 - 2010

Transition from advertising to graphic design, specializing in corporate identities, poster design, editorial design, and video production. Developed creative concepts executing design and directing photoshoots, creating visual coherence in multi-platform campaigns.

Featured Education

Product Leadership and Culture Program | Instituto Tramontana – October 2024 - March 2025

Directed by Íñigo Medina (CPO Dcycle, ex-CPO Filmin). Training to lead product teams combining critical thinking with practical execution, making decisions under uncertainty and building product culture in organizations.

DesignOps | Instituto Tramontana – November 2023

Training to structure and scale design teams from strategic and systemic perspective, evaluating organizational maturity and designing strategies adapted to specific contexts.

Bachelor's Degree in Advertising and PR + Advanced Studies Diploma in Information Architecture | 2000 - 2005

Skills

Product management: Product management: product discovery, roadmap prioritization, feature specification, product metrics

Team leadership: multidisciplinary team coordination, partner management, process definition

Design and UX: usability, information architecture, interaction design, DesignOps, tools (Figma, After Effects, Adobe, Lovable)

Technical: understanding of web and app development, APIs, conversational AI platforms, tool integration, vibe coding

Business: focus on profitability, budgets, margins, billing, client relationships

Reconocimientos

Selected in Index Book publications (Select F - corporate identity, Select I - web and promotions, Basic Logos, Design for Kids), 8 features on adlatina.com (art direction and production), 7 awards at Premios Anuaria