

Miguel Avelino Ríos Quintero

PRODUCT, UX & CUSTOMER EXPERIENCE | RESEARCH, ANALYTICS & OPERATIONS

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I connect customer insight, product strategy and cross-functional delivery to improve complex digital journeys. With 15+ years across fintech, B2B SaaS, enterprise platforms, mobility and healthcare, I combine UX research, product analytics, onboarding and operational alignment to make products easier to use and outcomes easier to measure.

Open to permanent, contract and fixed-term roles in Berlin or remotely within Germany. Legally authorized to work in Germany without sponsorship; available at short notice.

SELECTED IMPACT

10 to 3 minutes Tradu onboarding	~3x activations Tradu onboarding	~300% usage increase Schindler recurrent portal usage
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EXPERIENCE

Expert, AI Model Output Evaluation

Ethos Artificial Intelligence Limited | Remote, on-call contract | Aug 2026 - Present

Evaluate AI outputs for accuracy and evidence quality, applying research judgement and structured assessment.

Onboarding Portal CX Lead

Tradu | Berlin | Jul 2025 - Jan 2026

Led improvements to regulated registration, verification, recovery and activation with Product, Engineering, Compliance, Legal and Operations. Combined customer evidence and funnel analysis. Reduced onboarding from about 10 to 3 minutes, roughly tripled successful activations, increased validation success by 50% and reduced human-error-related drop-off by 80%.

Lead of Communications, Branding and Marketing Data Insights and UX

Schindler Group | Berlin | May 2023 - Dec 2024

Connected product analytics, customer research and regional signals to digital platform decisions. Built shared KPI frameworks and reporting with Power BI, Adobe Analytics, Google Analytics, Hotjar and HubSpot. Helped increase targeted platform adoption by about 50% and digital engagement by about 500%.

Lead, Customer Portals and UX

Schindler Group | Berlin | Aug 2020 - May 2023

Led B2B customer portal and UX work across almost 140 markets. Recurrent usage increased about 300% and repeat support calls fell about 50%. Established research protocols, UX guidelines, quality gates and dual-brand design-system foundations; helped reduce design and engineering iteration by about 50%.

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CAREER HISTORY & CAPABILITIES

Lead UX Researcher

EMnify | Berlin | Feb 2020 - Aug 2020

Led research for a technical B2B SaaS / IoT platform, covering onboarding, configuration, API access, dashboards and documentation. Turned customer needs and usability findings into recommendations with Product and Engineering.

Head of UX Research

Circ | Berlin | Aug 2019 - Jan 2020

Built the UX research function during rapid consumer-mobility growth. Connected customer evidence with Product, Design and Marketing priorities. During this period, app ratings rose from 3.5 to 4.2 on Android and from 3.8 to 4.8 on iOS.

Team Lead, User Quality / Techlab

medneo | Berlin | Jan 2018 - Jul 2019

Established UX and product-quality practices for healthcare technology and service workflows. Used workflow research, usability testing and prototyping, coordinating clinical, operational and technical needs across a multidisciplinary team.

Researcher and Lead Project Manager

Deutsche Telekom / T-Labs and Technische Universität Berlin | Feb 2010 - Nov 2016

Led mixed-methods research on digital service acceptance and perceived quality across six continents. Applied interviews, surveys, experiments, regression, ANOVA and conjoint analysis. Produced seven peer-reviewed publications and an ITU-T contribution.

EARLIER EXPERIENCE

Project Manager / IT Innovation Management · Segnant Technologies · Jan 2008 - Aug 2008

CTO · Taller Alfredo · Jan 2004 - Apr 2008

Senior Technical Support Supervisor · Dell · 2002 - 2004

INDEPENDENT PRODUCT WORK

German citizenship and B2 learning app · 2026 - Present

Product definition, onboarding, information architecture and adaptive interaction design in Figma; Flutter implementation supported by AI-assisted research, prototyping and development. Independent project in development.

EDUCATION & CREDENTIALS

PhD candidacy · Computer and Information Sciences, Technische Universität Berlin. Doctorate not formally completed.

MSc · Information Systems Security

MSc · Management of Information Technology Centres

BEng · Information Technology

Google Advanced Data Analytics · NN/g Certified UX Manager · Agile Product Owner · Agile Product Management Foundations

METHODS, TOOLS & LANGUAGES

Product & research: discovery, interviews, usability testing, surveys, journey mapping, service design, prototyping, workshop facilitation, experimentation and stakeholder alignment.

Analytics & delivery: Power BI, Adobe Analytics, Google Analytics, Hotjar, SPSS, R, Python, practical SQL, Figma, Miro, UX governance and research operations.

Languages: Spanish native · English C1 · German B1.