Esteban Hernández Ortega

PRODUCT OWNER
PRODUCT MANAGER

CONTACT

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LOCATION
Madrid

RESULTS

×2.2 revenue per user

100+ A/B tests

20+ apps managed

SKILLS

Product strategy · Roadmap · A/B testing · Pricing · Monetization · Retention · LTV · Scrum · Kanban · User research · UX/UI

TOOLS

Adapty · Amplitude · OneSignal · Jira · Figma

LANGUAGES

Spanish — native

English — B2

PROFILE

Product owner with a background in **product design and UX**. I have managed **20+ subscription apps** and shipped **100+ A/B tests** on onboarding, paywalls, pricing and retention. I pair user research with data, and judge every change by its effect on retention and revenue.

EXPERIENCE

Product Owner
Jul 2025 — Present
Newry Global Media · Madrid

- **20+ subscription apps** managed; **15** today, within a portfolio of 300+.
- **100+ A/B tests** across 20+ apps; winning ideas rolled out and re-tested in the rest, judged on retention and LTV.
- New subscription plans: **×2.2 revenue per user**, +39% purchases and −88% refunds.
- Paywall redesign: **+10.9% revenue per user** and +11.6% purchase conversion.
- Backlog, PRDs, UX audits and event tracking with ASO, UA, engineering and UX/UI.

Freelance Product Designer
Feb — Aug 2024
Independent · Colombia

- Brand and product end to end: needs, concept, 3D modelling and prototype.

Design Advisor
Sep 2022 — Dec 2023
Madecentro · Cali

- Needs discovery, design proposals and technical plans for sales.

Industrial Design Intern
Sep 2022 — Mar 2023
Plasticaucho Colombia · Yumbo

- Ergonomic mold repair workstation: **from 2 to 8 maintenance tasks a month**.

SELECTED WORK

MONETIZATION
Paywall experiments
A/B tests on presentation and plans.

UX · MASTER'S
PRISMA
A conversational voice assistant.

PRODUCT
PTMI
An ergonomic industrial workstation.

EDUCATION

Master's in UX for Digital Products & Services
UDIT, Madrid · 2024 — 2025

Industrial Design
Univ. Autónoma de Occidente · 2018 — 2024