

Celia Jiménez Rompinelli

Product Designer & XR Lead

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PROFILE

Independent XR Product Lead, with 15+ years in digital product design and 6+ in immersive technologies. I define product strategy and spatial interaction architecture, from user research, ideation and concepts through to the final wireframes, visuals and production-ready assets. I test every build on the device myself and give feedback until it is polished.

Brands I've worked with: Meta · Fox · Radio Televisión Española · Vodafone · Movistar · Telefónica · Airbus · Iberia · Piraeus Bank · Bankia · Banco Popular · Fiat · Seat · Burger King · McDonald's · Carrefour · Royal Canin

EXPERIENCE

XR Product Designer, Contractor — YBVR 2025 — 2026

- **Samsung Galaxy XR & Android XR** — Defined spatial interaction systems and shipped production-ready specifications for next-generation XR hardware on Google's platform.

XR Product Designer, Contractor — Oiso Studio 2025

- **Painting VR** — Returned as a client four years after the first engagement, to explore new features and upcoming apps. User research delivered. paintingvr.xyz

XR UX Designer — ENGAGE XR 2023 — 2025

Live immersive platform spanning desktop, mobile and VR headsets.

- Unified one interaction system across desktop, mobile and VR headsets, holding three input paradigms in a single model. A feature was designed once and worked on every surface.
- Shaped AI-driven historical character experiences, defining how learners address and interact with autonomous agents inside the environment.
- Ran research with educators and students, grounding feature decisions in real classroom use.

XR Product Designer, Contractor — YBVR 2021 — 2023

- **Xtadium** — Negotiated feature scope with engineering and stakeholders, turning open requests into decisions about what shipped and what did not.
- Resolved how flat and 360° video coexist inside a 3D stadium: video players, screen transitions, animation and the full viewing flow. Validated sightlines and comfort in-headset.
- Designed the social layer: onboarding, session and room entry, avatar presence with idle and speaking states, and how spatial audio shaped it.
- Wrote the interaction spec and design system the build team worked from, and led the design team remotely across time zones. xtadiumvr.com

XR Product Designer, Contractor — Oiso Studio, Sonidos Inmersivos 2021 — 2023

- **Painting VR** — Diagnosed the interaction failures of a live VR application through heuristic and usability analysis.
- **Sonidos Inmersivos** — Designed the UI screens for a teen-focused, Latin American music experience on desktop.

UX/UI XR Designer — Virtual Voyagers, La Frontera VR 2021 — 2023

Social VR platforms and immersive experiences for brand and entertainment clients.

- Structured the spatial interaction models behind social VR platforms, from co-presence to navigation.
- Defined MVP scope and led the workshops that aligned client stakeholders on immersive product direction.

XR Project Coordinator — IE University TechLab 2020 — 2021

- Designed and launched interactive 360° and multiplayer VR experiences for educational environments.

Senior Product Designer — Fjord / Accenture Song 2015 — 2020

- Defined end-to-end user journeys and service ecosystems across multi-platform products spanning web, mobile and connected touchpoints, for clients in technology, finance and telecom.

UI Designer — Evolucion, Mobile Dreams Factory, ideup!, Nurun, Phone House 2010 — 2015

- Designed digital products across mobile, web and emerging platforms for international brands.

TEACHING & COMMUNITY

Community builder — CreaXR · Spanish-speaking immersive tech community, ~600 members, driven from day one

XR Product Mentor — Madrid in Game, IRIA XR Incubator · Product strategy and spatial UX for startups

Lecturer — Universidad Complutense de Madrid · XR product design, graduate-level programs

SKILLS & EDUCATION

Spatial & 3D: Unity · Unreal Engine · ShapesXR · Blender · Spline | **Design:** Figma · Adobe CS · AI-assisted workflows

Languages: Spanish (native) · English (C1)

Education: MA in 3D Art for Video Games — CICE · Extended Reality Design — UXER School · BA in Audiovisual Communication — Universidad Rey Juan Carlos