



# MARÍA SOLÁ 🙋

## Staff / Lead Product Designer – B2B SaaS & AI Workflows

+10 years designing end-to-end B2B/B2C Tech SaaS products fully remote. With a dev background and a sharp understanding of how design decisions ripple across product, engineering, and business – I turn operational complexity into intuitive solutions people rely on daily to make smarter decisions and work more efficiently – strengthening adoption, retention, positioning and long-term product value.

Teams hire me at inflection points, when they need an independent lead/staff design partner who can step into chaos, create structure fast, and help them scale quickly by setting solid foundations while still shipping high-quality features. That means research-led, data-driven, user-centric work – discovery sprints, usability and A/B testing, design ops, design systems, information architecture, detailed documentation, and board-level collaboration with product and engineering leaders. Also, design and integration of AI workflow automations and agentic systems with human-in-the-loop control at key decision points. Extensive expertise in heavy-data, multi-role, and cross-platform products – internal tools, CMSs, no-code builders, back-office and admin systems – built within highly regulated and confidential ecosystems.

Remote [www.mariasoladesign.com](http://www.mariasoladesign.com) [hello@mariasoladesign.com](mailto:hello@mariasoladesign.com)

## EXPERIENCE [only most relevant roles listed – full background in LinkedIn]

Nov 2025

Founder & Lead Designer **RENDEX** AI-Powered Service · Proptech Worldwide

Built a 3D Interiors Virtual Studio from zero – market research, brand, web, content (staged virtual tours, renders, AI cinematic animations), socials – targeting realtors with premium unfurnished listings priced \$1M+. Validated market fit through manual outreach – 80% response rate – analysed feedback and quickly pivoted the business model into an AI Workflow with HITL (n8n, MindStudio, Apify, Airtable, Slack, Gmail).

Jul 2025 - Apr 2025

Head of Product Design **Atheal** B2B2C SaaS · Healthtech Saudi Arabia · Remote

AI-powered, doctor-supervised health app turning complex medical data (biomarkers) into actionable plans for end users to become healthier. Also detailed dashboards for doctors and integration with labs. In charge of research, mobile & admin system UX/UI optimisation, prototyping, AI visuals, multi-lingual and cross-platform Design System creation and Figma organisation. Thoughtful documented handover (Notion + Loom).

Jul 2024 - Jan 2025

Lead Product Designer **Digital Bank** B2C SaaS · Fintech Saudi Arabia · Remote

Lifestyle-focused new digital bank for younger Saudi users – cashback, points, shared accounts, mortgage access, investing education and in-group brand deals. Led user research, card design (virtual + physical), regulated journeys optimisation, and built an iOS/Android Design System with Arabic RTL. Mentored an in-house junior designer.

Mar 2022 - Oct 2023

Senior Product Designer **Artificial Labs** B2B SaaS · Insurtech UK · Remote

AI-powered insurance platform cutting quote-to-bind time by 75% and letting Lloyd's brokers process 35% more clients per session. Designed the end-to-end journey: data ingestion (98% scraping match), standardised Lloyd's-compliant contract builder, collaborative negotiation, e-signature integration, AI copilot & chatbot interface design.

Mar 2021 - Mar 2022

Senior Product Designer **Ki** B2B SaaS · Insurtech UK · Remote

First fully digital and algorithmic syndicate at Lloyd's of London, backed by \$500M from Blackstone & Fairfax. Research, end-to-end product design and workflow automation – broker dashboard, quote cards and performance-tracking features – cutting quoting time from days to seconds. Ki's platform wrote \$400M+ in gross premium in year one.

May 2020 - Nov 2020

Senior Product Designer **THN** B2B SaaS · Hospitality Spain · Remote

UX/UI design and branding alignment for the first benchmark platform for 16k+ hotels' direct channel – aggregated demand data and dynamic pricing recommendations.

Dec 2016 - Apr 2019

Design Lead **Coverfy** B2B2C SaaS · Insurtech Barcelona · On-site

Spain's first insurance management app – 150,000+ users – , consolidating policies from 30+ insurers across iOS, Android, responsive web-app and an internal back office. Solo designer owning product, graphic, front-end coding and in-house mentoring.

## EDUCATION

Continuous self-development in AI Tools, Product Design, User Research, Work Methodologies, Collaboration Practices, Feature Releases and Emerging Tech Trends.

Bcn 2018

Design Research Course at [UXER School](http://UXER.School).

Mad 2014 - 2015

Masters in Web Design & Development at [CICE](http://CICE). Hybrid Mobile Apps Dev lessons.

Mad & Zgz 2010 - 2014

Bologna Degree in Architectural and Interior Design at ESNE & ESDA (Superior School of Design & Innovation). Final Career Project.

## LANGUAGES

- Spanish - native
- English - professional
- Portuguese (BR) - fluent
- French - conversational

## EXPERTISE

### TYPE OF PROJECT

SaaS B2B & B2B2C	Lead & Staff Roles	Series A+ Startup
New Project or "Revamp"	6 to 24 Months	Remote UK, EU & GCC

### TYPE OF PRODUCT

Desktop & Mobile App	Internal Tools	Responsive Web-App
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### EXPERIENCE IN MARKETS

Insurtech	Fintech	Healthtech
Proptech	No-Code	Hospitality
Automation	Big-Data	AI Products

## CORE SKILLS

- Design Thinking & Product Strategy
- User Research & UX/UI Design
- Information Architecture
- Scalable Design Systems
- Wireframing & Prototyping
- Interaction Design
- Front-End Development & SEO
- Agile & Remote Collaboration
- Cross-Functional Leadership
- Stakeholder Management

## WORK TOOLS

### RESEARCH & SYNTHESIS

- Claude
- Chat GPT
- Dovetail
- Gemini
- Maze
- Notion AI

### TASKS MGM & COLLABORATION

- Jira
- Slack
- Confluence
- Miro
- Loom
- Airtable

### DSIGN, VIBE-CODING & PROTOTYPING

- Figma
- Figma Make
- Replit
- v0
- Lovable
- Cursor

### AI AGENTS & WORKFLOWS

- Zapier
- n8n
- MindStudio

### CONTENT CREATION

- Midjourney
- Runway
- Luma
- Pika
- Rotato
- Photoshop

Versed in: LLMs, Generative AI, Copilot and Prompt Design, Hallucination Handling, Feedback Loops, Agentic Systems, API Integration, JSON, GDPR, WCAG, Multi-language & RTL Systems.