



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 hello@mariasoladesign.com

EXPERIENCE

Founder & Lead Designer **RENDEX** AI-Powered PropTech Service Worldwide

Built a 3D Interiors Virtual Studio from zero – market research, brand, legal, business model, web, content (staged virtual tours, renders, AI cinematic animations), socials, automated ops (n8n, MindStudio, Apify, Airtable, Slack, Gmail), and outreach.

Nov 2025

Head of Product Design **Saudi B2B2C** Healthtech SaaS UAE · Remote

Led end-to-end design across research, mobile UX optimization, prototyping, AI visuals, and an internal dashboard; created a multilingual (RTL), cross-platform Design System with structured Figma files, and a thoughtful documented handover (Notion + Loom).

Jul 2025 - Apr 2025

Product Design Lead **Saudi Digital Bank** Fintech SaaS UAE · Remote

Responsible for new brand implementation, Design System creation, UX/UI Design improvement, Figma hygiene, documentation and team mentoring.

Jul 2024 - Jan 2025

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

UX/UI Curation and Research for existing AI-powered features as well as full Product Design including ideation, branding and prototypes for innovation projects.

Mar 2022 - Oct 2023

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

Improvement of existing user journeys and wireframes and design of brand new ones, graphic design for internal use and creation of a Design System in Figma.

Mar 2021 - Mar 2022

Senior Product Designer **Brit** Insurtech SaaS UK · Remote

Branding, UX/UI Design, Prototype and Design System for internal contract builder.

Jul 2021 - Aug 2021

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

Responsible for the UX/UI Design of a whole new product, the alignment of the Marketing-Product Branding and the creation of a Design System.

May 2020 - Nov 2020

Senior Product Designer **Quipu** Taxes SaaS Barcelona · On-site

Research, UX/UI Design. Marketing and Product Branding alignment. Design System.

Apr 2019 - Nov 2019

Chief Product Designer **Coverfy** Insurtech SaaS Barcelona · On-site

Multidisciplinary designer lead position in charge of UX/UI Design – responsive app and web-app, internal tools –, front-end development – company's site, landings and emails –, graphic content creation, project management, in-house mentoring.

Dec 2016 - Apr 2019

Front-End Developer **Webpac** Packaging SaaS Madrid · On-site

Web, internal templates and clients landing pages coding. SEO optimization.

Aug 2015 - Sep 2016

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).

- Hybrid Mobile Apps Development (iOS/Android) private lessons.
- Masters in Web Design & Development at CICE.

Mad 2014 - 2015

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

Mad & Zgz 2010 - 2014

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 & UAE

TYPE OF PRODUCT

Mobile App	Desktop App	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.