

# MARÍA SOLÁ

# Lead Product Designer & Researcher 💩 💻 🚀

+10 years helping fast-growing Tech Startups (re)build SaaS Products end-toend, create **Scalable Design Systems** and Documentation, and **Mentor** in-house designers. I've a wide expertise in **B2B & B2B2C Responsive Apps.** Specialties include Insurances, Finances, Taxes, Data Visualization Tools, RE, Hospitality, No-coded CMSs & Al Integrations. Looking forward to exploring new fields!

I have a background in UI&UX Design, Research, Web Development, Graphic Edition and Marketing. I'm used to Work Fully Remote with International Teams on Big Data Innovation projects with high levels of Confidentiality and intricate technical issues that must be solved at a front and back end level. Focused on the Automation of repetitive complex processes, my designs are User Centric, Data Informed, Strategic & Aesthetically Refined. They aim to ethically use the latest technology and adapt to human behaviors to offer the best experience.

Remote

April 2025

/ July 2025

July 2024

/ Jan 2025

March 2022

/ Oct 2023

/ Nov 2020

April 2019

/ Nov 2019

Dec 2016

/ April 2019

/ Sept 2016

Online

Madrid

2019 - Now



hello@mariasoladesign.com

Remote

Remote

## EXPERIENCE

Head of Product Design Saudi B2B2C Health Tech SaaS

Optimization of user journeys and interfaces (mobile app, responsive web-app and B.O.), scalable Design System, Figma files organization and documentation.

Lead Product Designer at Saudi Digital Bank (Fintech SaaS Remote

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

Senior Product Designer at Artificial Labs. Insurtech SaaS Remote

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

Senior Product Designer at Ki Insurtech SaaS Remote

Improvement of existing user journeys and wireframes and design of bran new March 2021 ones, graphic design for internal use and creation of a Design System in Figma. / March 2022

Responsible for the branding, UX&UI design, prototype and Design System

July 2021 creation for a whole new feature for internal use. / Ago 2021

Senior Product Designer at **Brit** Insurtech SaaS

Senior Product Designer at THN Hospitality SaaS

Responsible for the UI&UX Design of a whole new product, the alignment May 2020 of the Marketing-Product Branding and the creation of a Design System.

Senior Product Designer at Quipu Taxes SaaS Barcelona

Research, UI&UX Design and visual content creation for the new web. Marketing-Product Branding alignment and Design System creation.

Chief Product Designer at Coverfy Insurtech SaaS Barcelona

Multidisciplinar designer position in charge of UI/UX Design of the responsive app, front end development of the companie's site, landings and emails, graphic content creation, team and project management.

Front end Developer at Webpac **Packaging SaaS** Madrid

Front end coding of the company's website, customization of client's Ago 2015 landing pages and development of internal templates. SEO optimization.

# **EDUCATION**

Constant self-education on Product Design, User Research, Ai, New Tools and Features releases, Work methodologies, Collaboration tips and Innovation.

Design Research Course at <u>UXER School</u>. Bcn 2018

• Hibryd Mobile Apps Development (iOS/Android) private lessons.

• Masters in Web Design & Development at <u>CICE</u>.

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	Leading	Series A+
& B2B2C	Position	Startup
New Project	6 to 24	Remote
or "Revamp"	Months	UK, EU & UAE
TYPE OF PROI	DUCT	

Mobile	Desktop	Responsive
App	App	Web-App

Design	Product	Design
Optimization	Integration	System
Multi Mode	Figma	In-House
& Language	"Hygiene"	Mentoring

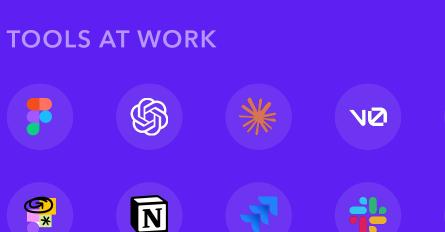
### MARKET FIELDS

Fin-tech	Insur-tech	Big Data
Health-tech	Al Tools	Hospitality
Real Estate	No-code CMS	Automation

### TECH SKILLS

### HANDS-ON SKILL SET

- User Research & UX/UI Design
- Wireframing & Prototyping
- Scalable Design Systems
- **User Centric & Accessible Designs**
- HTML, CSS & SEO Background
  - **Ethical & Efficient Use of Ai Tools**



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### SOFT SKILLS

Problem Solver & Adaptable

**Good Communicator & Listener** 

**Proactive & Fast at Delivery** 

Strategic Design Thinker

**Creative & Innovative** 

**Empathetic & Data Driven** 

Strong Leader & Collaborator

Efficient & Organized

Successfully led end-to-end projects fully remote with international teams, identifying pain points and offering strategic, scalable and user-friendly solutions at light speed.



Mad & Zgz

2014 - 2015