



MARÍA SOLÁ 🖐️

Lead Product Designer & Researcher 🧑🏻💻🚀

+10 years helping fast-growing **Tech Startups (re)build SaaS Products** end-to-end, 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 & AI 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

www.mariasoladesign.com

hello@mariasoladesign.com

🎒 EXPERIENCE

Head of Product Design **Saudi B2B2C** **Health Tech SaaS** **Remote**
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 ones, graphic design for internal use and creation of a Design System in Figma.

Senior Product Designer at **Brit** **Insurtech SaaS** **Remote**
Responsible for the branding, UX&UI design, prototype and Design System creation for a whole new feature for internal use.

Senior Product Designer at **THN** **Hospitality SaaS** **Remote**
Responsible for the UI&UX Design of a whole new product, the alignment 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**
Multidisciplinary 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 landing pages and development of internal templates. SEO optimization.

🎓 EDUCATION

- Online
2019 - Now

Constant self-education on Product Design, User Research, Ai, New Tools and Features releases, Work methodologies, Collaboration tips and Innovation.
- Bcn 2018

Design Research Course at [UXER School](#).
- Madrid
2014 - 2015

- Hibryd Mobile Apps Development (iOS/Android) private lessons.
 - Masters in Web Design & Development at [CICE](#).
- 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

Leading Position

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

TYPE OF SERVICE

UX & UI Design Optimization

(Re) Brand Product Integration

Scalable Design System

Multi Mode & Language

Figma "Hygiene"

In-House Mentoring

MARKET FIELDS

Fin-tech

Insur-tech

Big Data

Health-tech

AI 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

TOOLS AT WORK

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.