



MARÍA SOLÁ 🖐️

Staff / Lead Product Designer · Founder · B2B/B2C SaaS & AI

+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 a senior independent 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**. I am comfortable working under any dynamic: Waterfall, Agile/Scrum or **Vibe-To-Prod**.

📍 Remote



www.mariasoladesign.com



hello@mariasoladesign.com

Hey María,

We liked your thinking on this – could you prepare a quick preview before we brief engineering?

You
2 hours ago

Thanks! Sure 😊

figma.com/proto/V1

María
Just now

EXPERIENCE

Founder & Lead Designer **RENDEX**

AI-Powered Service · Proptech

Worldwide

Nov 2025 - On hold

Built a 3D Interiors Virtual Studio from zero – market research, brand, web, content (distribution plans, 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) and AI-generated “before & after” images.

Head of Product Design **Atheal**

B2B2C SaaS · Healthtech

KSA · Remote

May 2025 - Jul 2025

AI-powered, doctor-supervised health app turning complex medical data (100+ biomarkers) into actionable plans for end users to become healthier. In charge of benchmark research, UX/UI optimisation of the mobile app, design of a detailed dashboard for doctors and an internal admin system for efficient management, prototyping, AI visuals, multi-lingual and cross-platform Design System creation, and Figma files organisation. Thoughtful documented handover (Notion + Loom).

Lead Product Designer **Saudi Digital Bank**

B2C SaaS · Fintech

KSA · Remote

Jul 2024 - Jan 2025

Lifestyle-focused neobank for younger Saudi users – everyday spending, savings, cashback, rewards, shared accounts, mortgage access, investing education and exclusive brand deals. Led user research, designed physical and virtual cards, optimised regulated journeys, built an iOS/Android Design System with Arabic RTL and mentored the in-house designer.

Senior Product Designer **Artificial Labs**

B2B SaaS · Insurtech

UK · Remote

Mar 2022 - Oct 2023

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.

Senior Product Designer **Ki**

B2B SaaS · Insurtech

UK · Remote

Mar 2021 - Mar 2022

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.

Senior Product Designer **Brit**

B2B SaaS · Insurtech

UK · Remote

Jul 2021 - Aug 2021

Senior Product Designer **THN**

B2B SaaS · Hospitality

Spain · Remote

May 2020 - Nov 2020

Branding alignment and UX/UI design for the first benchmark platform for 16k+ hotels' direct channel – aggregated demand data and dynamic pricing recommendations. Focused on dashboard layout and complex chart components.

Senior Product Designer **Quipu**

B2B2C SaaS · Taxes

Barcelona · On-site

Apr 2019 - Nov 2019

Design Lead **Coverfy**

B2B2C SaaS · Insurtech

Barcelona · On-site

Dec 2016 - Apr 2019

Spain's first insurance management app – 150,000+ users, 30+ insurers – across iOS, Android, responsive web-app and an internal back office. Lead designer owning product, graphic, marketing, front-end coding and mentoring the design intern.

Front-End Developer **Webpac**

B2B SaaS · Packaging

Madrid · On-site

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. Attendance to Figma Conferences. Side-projects and consultancy.

2018 Barcelona · On-site Design & User Research Course at UXER School.

2014 - 2015 Madrid · On-site Masters in Web Design & Development at CICE. Hybrid Mobile Apps Development lessons.

2014 - 2015 Madrid · On-site Internship as a Graphic Editor at AD Spain magazine (Condé Nast) + Final Career Project.

2010 - 2014 Zaragoza & Madrid · On-site Bologna Degree in Architectural and Interior Design at ESDA & ESNE.

AI & TOOLS

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

RESEARCH & SYNTHESIS



Claude



Chat GPT



Dovetail



Gemini



Maze



Notion AI

TASKS MGM & COLLABORATION



Jira



Slack



Confluence



Miro



Loom



Airtable

DESIGN, VIBE-CODING & PROTOTYPING



Figma



Figma Make



Replit



v0



Lovable



Cursor

AI AGENTS & WORKFLOWS



Zapier



n8n



MindStudio

CONTENT CREATION



Midjourney



Runway



Luma



Pika



Rotato



Photoshop

CORE SKILLS

- 🧠 Design Thinking & Product Strategy
- 🔍 User Research & UX/UI Design
- ♟️ Information Architecture
- 🧩 Scalable Design Systems
- 📍 Wireframing & Prototyping
- 🎮 AI · 3D · Interaction Design
- 💻 Front-End Dev & Vibe-Coding
- 🚀 Agile & Remote Collaboration
- 🏢 Cross-Functional Leadership
- 🎯 Stakeholder Management

EXPERTISE

EXPERIENCE IN MARKETS

Insurtech	Fintech	Healthtech
AI	Proptech	3D
Big-Data	Automation	Hospitality

TYPE OF PRODUCT

Desktop & Mobile App	Internal Tools	Responsive Web-App
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TYPE OF PROJECT

SaaS B2B & B2C	Lead / Staff Founder	Series A+ Startup
New Project or “Revamp”	6 to 24 Months	Remote UK, EU & GCC

LANGUAGES

- 🇪🇸 Spanish - native
- 🇬🇧 English - professional
- 🇧🇷 Portuguese (BR) - fluent
- 🇫🇷 French - conversational