MARÍA SOLÁ 👋🏻

Product Designer & Researcher 👩🏻 💻 🚀

8+ years helping Tech Startups to become the go-to solution in the market by designing and refining their **SaaS** products. From **B2B, B2C to B2B2C**. I have a wide experience in **Insurance, Finances, Taxes, Hospitality and Real Estate,** building **CMS & No-code** platforms with **AI integrations.**

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. I firmly believe in **User Centered Innovation, Design Systems and Automation** of daily repetitive complex processes. My designs aim to integrate the latest technology available and learn from human behavior to offer the best user experience.

📍 Remote   🔗 www.mariasoladesign.com   📧 hello@mariasoladesign.com

🎒 EXPERIENCE

Senior Product Designer at Artificial Labs. `Insurtech SaaS` `Remote`

March 2022 / Oct 2023

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`

March 2021 / March 2022

Design consultancy of the whole platform to improve the UI&UX design; Product Design and prototyping of new features and journeys; graphic design for internal use; creation of a Design System in Figma.

Senior Product Designer at Brit `Insurtech SaaS` `Remote`

July 2021 / Ago 2021

Responsible for the branding, UX&UI design, prototype and Design System creation for a whole new feature for internal use.

Freelance Digital Designer `Mixed fields` `Remote`

Nov 2020 / April 2021

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 THN `Hospitality SaaS` `Remote`

May 2020 / Nov 2020

Resposible 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`

April 2019 / Nov 2019

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`

Dec 2016 / April 2019

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`

Ago 2015 / Sept 2016

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

Graphic Editor at AD Spain `Interior & Architecture Design` `Madrid`

Sept 2013 / March 2014

Internship at AD Spain Magazine (Condé Nast Editions). Tasks included: layout, photo retouch and graphic design.

🎓 EDUCATION

Online 2019 - Now

Constant self-education on Product Design, User Research, 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

MARKET FIELD

SaaS	Big data
Fintech	CMS & No-code
Insurtech	AI & Innovation

TYPE OF SERVICE

App design	Consultancy
Web design	Research

TECH SKILLS

HANDS-ON SKILL SET

🧑‍🎨 UI/UX Design & Research
💎 Wireframing & Prototyping
🧩 Design Systems & Variables
♟️ Information Architecture
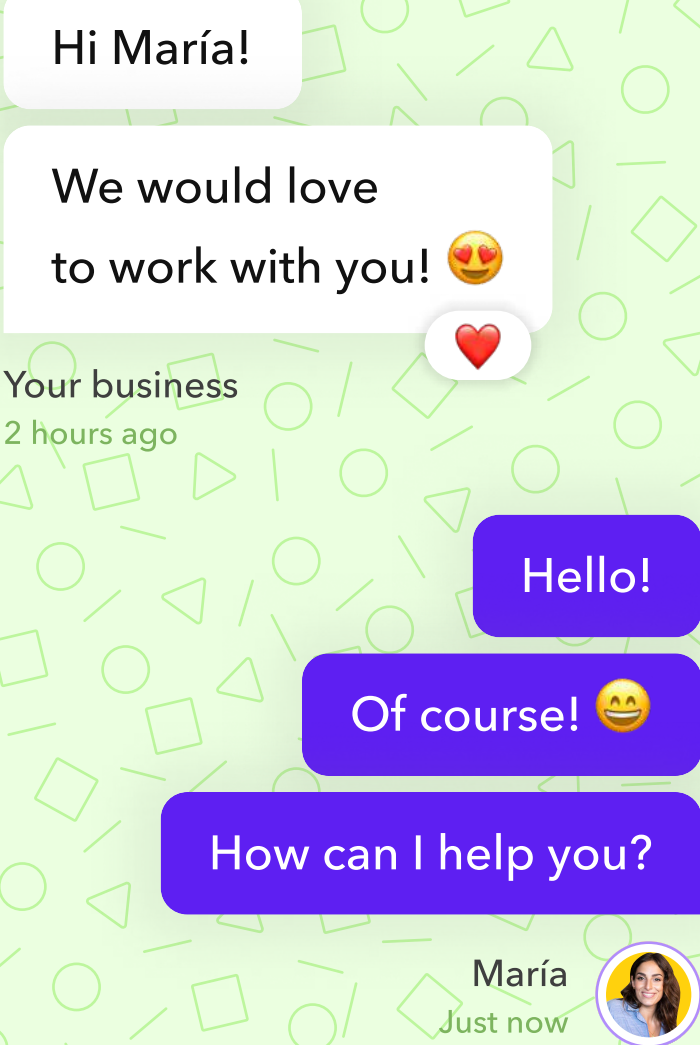🎯 User Centric & Accessibility
👍 HTML, CSS & SEO optimized

TOOLS AT WORK

Figma	Miro
Sketch	Jira
InVision	Notion
Zeplin	Airtable
PSD	Chat GPT

SOFT SKILLS

💡 Problem Solver & Adaptable
📣 Good Communicator & Listener
🔥 Proactive & Fast at Delivery
🤔 Design Thinking Strategist
✨ Creative & Innovative
🧑‍🤝‍🧑 Empathetic & Data Driven
🙌 Strong Leader & Collaborator
⚙️ Efficient & Organized

Successfully worked in positions of responsibility with international teams, as well as independently on **remote end-to-end projects,** identifying pain points and offering **strategic, scalable and user-friendly solutions** at light speed.