



MARÍA SOLÁ

Lead Product Designer & Researcher 💩 💻 🖋

10 years helping Tech Startups increase their revenue and become the go-to solution in the market by designing and refining their SaaS products. I've a wide expertise in B2B & B2B2C solutions, specially for Insurances, Finances, Taxes, Hospitality, RE, No-coded builders, Data Visualization tools and 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.



www.mariasoladesign.com



EXPERIENCE

Lead Product Designer at Saudi Digital Bank (Fintech SaaS

Barcelona

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

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 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 May 2020 of the Marketing-Product Branding and the creation of a Design System.

Senior Product Designer at Quipu Taxes SaaS 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 landing pages and development of internal templates.

Graphic Editor at AD Spain Interior & Architecture Design Madrid

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

PEDUCATION

Constant self-education on Product Design, User Research, 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

MARKET FIELD

SaaS

Fintech	CMS & No-code
Insurtoch	AL& Innovation

Biq data

Research

TYPE OF SERVICE

Web design

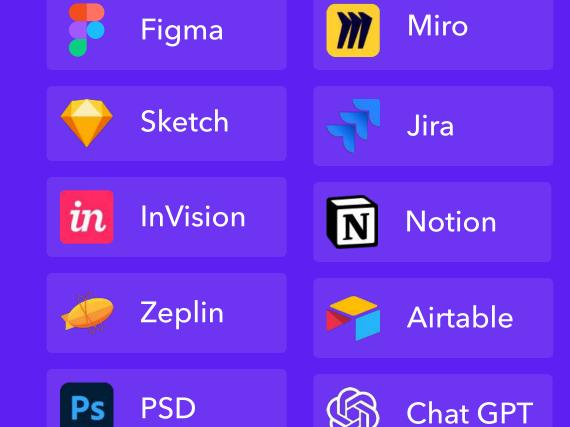
App design	Consultancy

TECH SKILLS

HANDS-ON SKILL SET

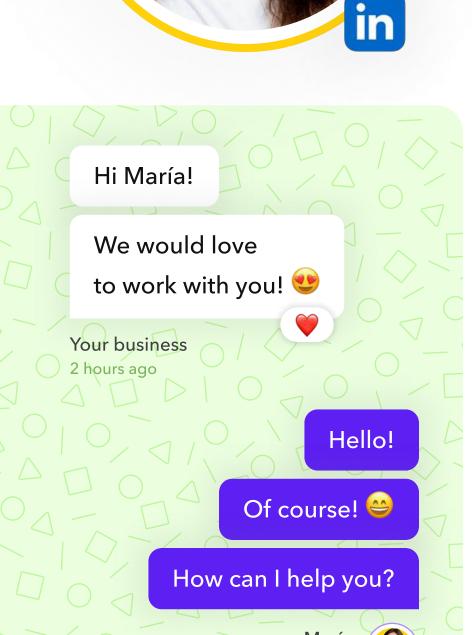
- UI/UX Design & Research
- Wireframing & Prototyping
- Design Systems & Variables
- Information Architecture
- **User Centric & Accessibility**
- HTML, CSS & SEO optimized

TOOLS AT WORK



- 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.



July 2024 / Jan 2025

March 2022 / Oct 2023

March 2021

/ March 2022

July 2021 / Ago 2021

/ Nov 2020

April 2019 / Nov 2019

Dec 2016 / April 2019

Ago 2015

/ Sept 2016

Sept 2013 / March 2014

Online

2019 - Now

Madrid

2014 - 2015

Mad & Zgz 2010 - 2014