



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.

Remote www.mariasoladesign.com hello@mariasoladesign.com

EXPERIENCE

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.

July 2024 / Jan 2025

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.

March 2022 / Oct 2023

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.

March 2021 / March 2022

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.

July 2021 / Ago 2021

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.

May 2020 / Nov 2020

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.

April 2019 / Nov 2019

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 company's site, landings and emails, graphic content creation, team and project management.

Dec 2016 / April 2019

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.

Ago 2015 / Sept 2016

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.

Sept 2013 / March 2014

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.

