

# Pabla Marmolejo

Product Designer



## Work experience

### Product designer at Foxhams

Aug 2023 - Jan 2026

- Collaborated with founder and developers to design SaaS and data analytics platforms, from concept idea to product launch
- Conducted user research and usability testing to implement new design features
- Developed user flows, wireframes, high-fidelity prototypes, and mockups, ensuring consistency across platforms
- Created design systems to allow scalability in both desktop and mobile applications that streamlined project workflows

### UX designer at NTT DATA

Mar 2022 - Oct 2022

- Designed and maintained the user experience of digital insurance products for Caixabank, lead Spanish bank
- Created new features for mobile and web platforms that aligned with business goals
- Conducted user interviews and usability testing to gather insights, better understand user needs, and tailor the experience to specific user types, which increased conversion rates of online sales from 7% to 10% after design implementation
- Collaborated and communicated with cross-functional teams following agile methodologies

### UX/UI designer at Keenfolks

Jul 2021 - Mar 2022

- Designed websites and mobile applications for a variety of clients, which resulted in increased client satisfaction
- Delivered user flows, wireframes, and mockups, applying design thinking processes and ensuring brand consistency across platforms
- Collaborated with designers, account managers, and engineers in implementation and client rounds of feedback

### UX/UI designer at KUMUX

Jan 2021 - Jun 2021

- Revamped company's website and helped build their brand identity by creating documentation, style guides and visual assets
- Conducted workshop sessions to ensure team alignment with design to solve problems and achieve business goals

## Contact

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## Links

🌐 [Portfolio](#)

linkedin [Linkedin](#)

## Skills

### Research & Design

User Interviews, Usability Testing, Design thinking, Information Architecture, Design Systems

### Tools & technologies

Figma, Adobe XD, Sketch Miro, HTML/CSS, Webflow, Adobe Creative Suite, Generative AI

### Languages

Spanish (native), English (C1), Japanese (N4)

## Education

### Master's Degree in Digital Experience Design

BAU, Centre Universitari d'Arts i Disseny | 2020-2021

## Certifications

### Product Strategy

Femke.design | 2026

### Information visualization

Interaction Design Foundation | 2024