

Pabla Marmolejo

Product Designer

Work experience

Product designer - Foxhams Start-up

Aug 2023 - Feb 2026

Finance modelling platform

- Shaped the experience of their **B2B and SaaS AI-driven** financial modelling platform by defining user flows, and creating features, shipping the initial concept to MVP within 9 months.
- Built **scalable design system**, reducing design-to-development handoff times, and ensuring visual consistency and responsive design across products and websites.

SaaS Sport Analytics Dashboard

- Led the **end-to-end design process** by conducting usability testing and translating research insights into a navigation system that improved data and content discoverability.
- Built wireframe systems and prototypes, which helped **identify product opportunities**, facilitated collaboration with PM and engineers, and increased shipping times.
- Defined the design system and visual branding, refining and improving UI patterns, assets and responsive design.

UX designer at NTT DATA

Mar 2022 - Oct 2022

- Drove an **increase in conversion rates** of online sales from 7% to 10% for Caixabank's insurance products within the first week of implementation by refining the purchasing funnel within the app.
- Gathered and analysed qualitative insights from **user interviews** and tailor the experience to specific user types, ensuring complex digital insurance products aligned with **both user needs and business goals**.
- Facilitated agile collaboration with cross-functional teams and optimised workflows by implementing design standards and onboarding frameworks, which accelerated team integration.

UX/UI designer at Keenfolks

Jul 2021 - Mar 2022

- Built new digital experiences of several web and mobile products for a variety of clients, **revamping both interaction and visual design**, which resulted in increased stakeholder satisfaction.
- Collaborated with designers, account managers, and engineers in implementation and clients' rounds of feedback, establishing design systems that streamlined product's development processes and launch.

Contact

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Skills

Research and Design - User interviews, Usability testing, Design thinking, Flows, Wireframes, Prototypes, Design systems.

Tools and Technologies - Figma, Adobe XD, Sketch, Miro, HTML/CSS, Webflow, Adobe Creative Suite, Gemini, Cursor AI.

Languages - Spanish (native), English (C1-Professional), Japanese (N4-Conversational)

Education

Master's Degree in Digital Experience Design - BAU, Centre Universitari d'Arts i Disseny | 2020-2021

Certifications

Product Strategy - Femke.design | April 2026

Information visualization - Interaction Design Foundation | 2024