

# Pabla Marmolejo

Product Designer



## Work experience

### Product designer at Foxhams

Aug 2023 - Present

- Shaped the experience of **B2B SaaS AI-driven** financial modelling platform, collaborating with founders and developers, streamlining the process from initial concept to MVP within **9 months**.
- Refined the information architecture of SaaS sport finance dashboard platform by conducting **usability testing** and translating **research insights** into a navigation system that improved data discoverability.
- Defined their **design system** for **scalability**, reducing design-to-development handoff times, and ensuring visual consistency across several SaaS products and websites, for both desktop and mobile.

### 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** to better understand user needs, and tailor the experience to specific user types, ensuring complex digital insurance products aligned with both **user needs and business KPIs**.
- 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.

### 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](#)

## Skills

### Research & Design

User Interviews, Usability Testing, Design thinking, Flows, Wireframes, Prototypes, Design Systems

### Tools & 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