

# Marina Serrano Riera

## Senior Digital Designer

<https://www.marinaserranoriera.design>

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### EXPERIENCE

April 2025 - Current

#### Senior Digital Product Designer • WHADS

I currently work as a web designer, managing the full product lifecycle: from early discovery to polished interactions for a diverse range of clients (private sector and public administration). I handle direct client management, leading communication to ensure business goals are successfully translated into refined, functional designs. Additionally, I integrate vibe coding into my workflow using tools like Figma Make and Claude Design, allowing me to prototype and develop with great agility while maintaining top-tier technical quality.

August 2022 - Current

#### Digital Designer • Freelance

I have had the privilege of working with various clients from different industries (pharmaceutical, education, fintech, consulting, and e-commerce), designing digital products, analyzing and improving the user experience and interfaces of their SaaS platforms and apps.

I have also designed various websites (some of which I implemented in WordPress, Webflow, and Framer) and participated in the brand improvement of different companies, which included tasks such as logo redesign, defining style guides, and creating brochures and presentations.

March 2023 - October 2023

#### Product Designer • Adaptical

I led the product design for *Mathew*, an e-learning SaaS powered by AI technologies. My primary role involved contributing to the design of new features, creating the app's architecture, and designing sketches, flow diagrams, wireframes, and animations and the design system. I also analyzed data gathered from user behavior and feedback sessions. Additionally, I designed the brand logo and the commercial website for the product, which I subsequently implemented using Webflow.

October 2021 - July 2022

#### Designer & Front-end Dev. • Pharmacelera

I was responsible for the new branding, visual and website design, and undertaking a comprehensive UI/UX redesign for their 3D comp-chem SaaS, *PharmScreen*, considering input from various stakeholders. I also collaborated closely with the developers, assisting in coding of the front-end.

March 2021 - March 2023

#### UI/UX Designer • Ground Game Atelier

I collaborated on their adventure time-driven video game, *The Time I Have Left*, where I conducted UX analysis and provided UX/UI solutions for various aspects including battles, menus, interactions, and overlays. This involved creating workflows, wireframes, mockups, developing a new architecture, implementing atomic design principles, and designing animations.

### EDUCATION

Open University of Catalonia (UOC)

Multimedia Bachelor's Degree

2016 - 2021

Audiovisual Media School (EMAV)

Technical College Image and Sound

2009 - 2011

### SKILLS

Product Design  
UX Research  
Prototyping  
UI Design  
Design System  
Brand Design  
Logo Design  
Visual Identity  
Motion Graphics

### TOOLS

Figma  
Figma Make  
Claude Design  
Webflow  
Wordpress  
Framer  
Wix Studio  
Miro  
Hotjar  
Clarity  
PostHog  
Crazy Egg  
Storybook  
Google Analytics  
Adobe CC  
Wix Studio  
HTML / Bootstrap  
CSS / SASS  
JS  
jQuery  
Vuejs  
Gsap

### LANGUAGES

Spanish      English  
Catalan      Korean