MARÍA ORTIZ
Product designer

https://mariaortizm.webflow.io/
mariaort.mariscal@gmail.com
+34 697 109 238
Madrid

EXPERIENCE

Product designer
Jan 2025 – Aug 2025
RRverse - Tech & Design Consulting

- Design of end-to-end SaaS and marketplace products focused on ideation, definition, interaction, and visual design, offering solutions based on user needs and business goals.

- Development and documentation of design systems to facilitate scalability, product consistency, and implementation efficiency. Collaboration with developers and integration testing to ensure proper implementation.

Product & Design System designer
Nov 2023 – Feb 2025
Mscope - Fintech & AI

- Comprehensive product redesign covering ideation to launch, enabling sales to 4 clients and generating ARR growth from €0 to €90,000.
- Definition and design of product improvements through metrics analysis, increasing satisfaction and usage.
- Creation and documentation of a design system in collaboration with the development team, optimizing implementation time.

Product designer
May 2023 – Aug 2023
Triodos Bank - Banking

- Service design for app users, achieving +12% retention within 3 months.
- Documentation and functional definition in collaboration with the development team.
- Design of visual components with a focus on efficient reuse, optimizing development time.

Product designer
Mar 2023 – May 2023
Santalucía Seguros - Insurtech

- Definition and design of new features based on identified pain points, increasing user satisfaction by +52%.
- Design of visual components and interfaces prioritizing smooth interaction and navigation.

EDUCATION

Product Design Bootcamp - Uxer School
Sept 2022 – Mar 2023

- **Edify:** Proposal to enhance the connection between investors and real estate experiences through a simulator that summarizes information and the investment process, facilitating tool learning.

- **Ikea:** Redesign of an MVP with a value proposition improving the contracting process of its interior design service at functional, content, and visual levels.

- **Whistrek:** Design of an app for users seeking tourism experiences via mobile, offering guided and gamified routes.

International Cooperation - Universidad Pontificia Comillas
Sept 2019 – May 2021

Bachelor's Degree in Social Work - Universidad Pontificia Comillas
Sept 2016 – May 2021

CERTIFICATIONS

How to design for Accessibility: for UX Designers (WCAG 2.2) - Udemy

Introduction to HTML & CSS Development - Google

Enterprise Design Thinking - IBM