

# Marina Vila Ovalle

Digital Designer

## About Me

I am a Digital Designer passionate about crafting user-centered designs that drive engagement and business success. With a strong background in institutional communication and web design, I excel at simplifying complex ideas into clear, innovative digital solutions. I am committed to continuous improvement and leveraging my cross-functional expertise to lead projects that enhance user satisfaction and retention.

## Skills

Management Skills, Teamwork, Negotiation, Critical Thinking, Leadership, Branding, Creativity, Visual Design, Illustrator, Photoshop, Premier, Figma, Frontend development, HTML, CSS, JavaScript/ES6 REACT, Node.js, Bootstrap, Tailwinds.

## Training Courses

### FreeCodeCamp

Data Structure and Algorithm in JavaScript  
Front End Development Libraries

### DevCamp by Bottega.

HTML, CSS & JavaScript

### Valencia Activa.

Web Development

### Coursera

Design User Experience (UX) de Google

### Telefonica Foundation

Interactivos '09

## Contact

+34 627 873 597

@ marinavila.mv@gmail.com

## Education

- Degree in Electronic Arts  
*National University of Tres de Febrero* 2003 - 2009
- Master in Educational Processes  
Mediated by Technology  
*National University of Córdoba* 2017 - 2020
- Postgraduate International Course in  
Politic and Management in Culture and  
Comunication  
*FLACSO* 2011

## Experience

- Digital and Web Designer  
*Qubicks, Valencia. Spain* 2022-present
  - Responsible for the redesign and optimization of the user experience for our main platform, and diferents projects.
  - Collaborated closely with development and marketing teams to ensure perfect alignment between product vision and market expectations.
  - Manage timelines, resources, and project scopes effectively, often coordinating with other team members and stakeholders.
- Web Design Specialist  
*CON VALORES Incubator. Valencia. Spain* 2021-2022
  - Design and launch of 3 educational websites, improving visual and functional coherence.
  - Critical Thinking and teamwork using best practices.
  - Web developement JavaScript, HTML, CSS, and pHp in Wordpress.
  - Branding and logo design.
- Project Manager  
*Centre for Experimentation and Research in Electronic Arts, Buenos Aires - Valencia. Spain* 2016 - 2021
  - Led a team of 5 creatives to produce digital content that captured and maintained the target audience's attention.
  - Creative Content Design for social media interactions.
  - Responsible for communication and digital interface design.
  - Design and management of the website.
  - Advanced knowledge of HTML5, CSS3, and libraries such as Bootstrap.
  - Experience in responsive and adaptive web design.
  - Creation and maintenance of digital products.
- Institutional Communication Manager  
*Chief of Staff of the Ministry of Argentina* 2008-2016
  - Responsible for design in the Institutional Communication Unit. Coordination of multidisciplinary teams. Leadership in the implementation of websites and applications.
  - Graphic design for events, congresses, and national programs.
  - Editorial design, book layout.
  - Aesthetics, illustration, and digital image retouching.

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Product Designer

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## Skills

### Design

Visual Design, Design Systems, Illustration, Drawing, Information Architecture, Wireframing, Usability Testing, Rapid Prototyping, Storyboarding, Management Skills, Teamwork, Research, Critical Thinking, Leadership, Design Thinking, Lean UX, Test A/B, Creativity.

### Software

Agile Methodologies, Figma, Photoshop, Illustrator, XD, HTML, CSS, JavaScript, React, Tailwinds, Bootstrap, InVision, Wordpress, Proto.io, Canva.

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## Languages


**Spanish.** Native

**English.** C1

**German.** A2

**Portuguese.** A2

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## Experience

- Product Manager UX/UI Business Analyst  
*TURITOP. Booking System. Spain* 2023-present
  - Led the redesign and creation of a new booking system, aligning user needs with business goals.
  - Created epics and user stories to support agile workflows and cross-team collaboration.
  - AI-powered product intelligence.
  - Designed user flows, wireframes, and high-fidelity prototypes in Figma, ensuring a consistent and scalable UI.
  - Collaborated with cross-functional teams and facilitated design workshops with stakeholders.
  - Supported the product development lifecycle by writing user stories and managing the design backlog.
  - Conducted user research and usability tests to inform product decisions.
  - Maintained the design system and contributed to the product's brand identity.
  - Supported front-end implementation with strong knowledge of HTML, CSS, React, Wordpress and Woocommerce.
- UX/UI designer  
*Qubicks, Marketing and development Agency. Spain* 2016 - 2021
  - Designed and developed websites using HTML, CSS, and JavaScript.
  - Created engaging visual content and video assets for social media and digital campaigns.
  - Designed low and high-fidelity prototypes, focusing on technical constraints, responsive design, and micro-interactions.
  - Collaborated on UX strategy and interaction design for multiple client projects.
  - Led updates on websites and managed digital marketing initiatives.
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*FLACSO* 2011

## Experience

- Product Manager UX/UI  
*TURITOP. Booking System. Spain* 2023-present
  - Led the delivery of internal projects in collaboration with cross-functional teams (Marketing, Sales, and Product).
  - Gathered and clarified requirements from stakeholders to ensure alignment with business goals.
  - Translated business needs into clear, actionable tasks for development teams.
  - Coordinated and oversaw the implementation of new features.
  - Ensured proper documentation and usage guidelines were created and maintained.
  - Experience in product and project management.
  - Proven track record of end-to-end project delivery, from requirements gathering to release.
  - Experience improving internal tools and workflows through iterative design and user feedback.
  - Solid understanding of Agile methodologies and collaboration with software development teams.
  - Excellent communication skills and stakeholder management.
- UX/UI Designer  
*Qubicks, Marketing and development Agency. Spain* 2016 - 2021
  - Designed and developed websites using HTML, CSS, and JavaScript.
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### Design User Experience (UX) de Google

Telefonica Foundation

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## Languages


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*National University of Córdoba* 2017 - 2020
- Postgraduate International Course in Politics and Management in Culture and Communication  
*FLACSO* 2011

## Experience

### ○ Product Manager UX/UI Business Analyst

*TURITOP. Booking System. Spain. 2023-present*

- Led the redesign and creation of a new booking system, aligning user needs with business goals and accessibility best practices (WCAG 2.1).
- Created epics and user stories to support agile workflows and cross-team collaboration (development, success, sales and marketing teams to ensure perfect alignment).
- Defined of new features, ensuring an optimal user experience (UX)
- Designed user flows, wireframes, and high-fidelity prototypes in Figma, ensuring a consistent and scalable UI
- Utilized BI tools such as Looker Studio to support data analysis and design.
- Supported the product development lifecycle by writing user stories and managing the design backlog.
- Participated in full-cycle UX processes: ideation, visual and informational design, prototyping, and usability testing.
- Applied principles of information architecture to improve navigation and content organization in complex systems.
- Supported front-end implementation with strong knowledge of HTML, CSS, React, Wordpress and Woocommerce.

### ○ UX/UI designer

*Qubicks. Software Agency. Spain 2021 - 2023*

- Designed low- and high-fidelity prototypes, integrating responsive design principles, accessibility, and microinteractions to enhance the user experience.
- Collaborate in defining UX and interaction design strategies for multidisciplinary projects, aligning user needs with business objectives.
- Design and lead the optimization of WordPress and WooCommerce websites, applying user-centered design practices to improve performance and conversion.
- Provide design leadership within the team, strengthening the brand's visual identity and improving consistency in digital communication.

### ○ Web Designer and Graphic Designer

*Chief of Staff of the Ministry of Argentina. 2008-2021*

- Led visual design for national communication campaigns, coordinating multidisciplinary teams.
- Designed web and application interfaces for government programs, applying principles of clarity, readability, and visual accessibility through proper typography and color contrast.
- Created visual assets for congresses, events, and institutional branding.
- Produced editorial materials including book layouts and printed publications.
- Specialized in illustration, retouching, and visual storytelling for digital and print.



# Marina Vila Ovalle

Product Designer

## Sobre mí

Soy Diseñadora UX/UI apasionada por crear diseños centrados en el usuario que impulsen la participación y el éxito empresarial. Con una sólida formación en comunicación y diseño web, me destaco por simplificar ideas complejas en soluciones digitales claras e innovadoras. Estoy comprometida con la mejora continua y con aprovechar mi experiencia multifuncional para liderar proyectos que mejoren la satisfacción y retención de los usuarios.

## Skills

### Diseño UX/UI

Diseño visual, sistemas de diseño, dibujo, arquitectura de la información, wireframing, pruebas de usabilidad, prototipado, elaboración de guiones gráficos, habilidades de gestión, trabajo en equipo, investigación, pensamiento crítico, liderazgo, Design thinking, Lean UX, pruebas A/B, creatividad, gestión de Roadmap y Backlog.

### Software

Metodologías ágiles, Figma, Photoshop, Illustrator, Adobe XD, HTML, CSS, JavaScript, Git, React, Tailwind, Bootstrap, InVision, WordPress, Proto.io, Canva, Power BI, Looker Studio.

## Formaciones

**Desarrollo Ágil de Proyectos Digitales.** *Aprende a Data Structure and Algorithm in JavaScript.*

*FreeCodeCamp*

**Front End Development Libraries.** *FreeCodeCamp HTML, CSS & JavaScript.* *DevCamp by Bottega*

**Desarrollo Web.** Valencia Activa

**Diseño de Experiencia de Usuario (UX)** *Google.* Coursera

**Frontend con React.** *Bluuweb*

**Interactivos '09.** Fundación Telefónica

## Idiomas

**Español.** Nativo

**Inglés.** C1

**Alemán.** A2

**Portugues.** A2

## Contacto

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🌐 <https://maretavila.github.io/portfolio/>

## Education

- Licenciada en Artes Electrónicas 2003 - 2009  
*Universidad Nacional de Tres de Febrero*
- Master en Procesos Educativos Mediados por Tecnologías 2017 - 2020  
*Universidad Nacional de Córdoba*
- Posgrado Internacional en Política y Gestión en Cultura y Comunicación 2011  
*FLACSO*

## Experiencia

### ○ Digital Product Designer UX/UI

*TURITOP. Booking System. España. 2023-presente*

- Liderar el rediseño y la creación de un nuevo sistema de reservas, alineando las necesidades de los usuarios con los objetivos del negocio y las mejores prácticas de accesibilidad.
- Crear épicas e historias de usuario para respaldar flujos de trabajo ágiles y fomentar la colaboración entre equipos (desarrollo, atención al cliente, ventas y marketing).
- Definir nuevas funcionalidades, garantizando una experiencia de usuario óptima y accesible (UX/UI).
- Diseñar paneles de control y dashboards basados en datos para uso operativo y ejecutivo.
- Utilizar herramientas de BI como Looker Studio para apoyar el análisis de datos y el diseño.
- Gestionar el roadmap, creando flujos de usuario, wireframes y prototipos de alta fidelidad en Figma para asegurar consistencia y escalabilidad.
- Participar en procesos UX de ciclo completo: ideación, diseño visual, prototipado y pruebas de usabilidad.
- Aplicar principios de arquitectura de la información para mejorar la navegación.

### ○ Diseñadora UX/UI

*Qubicks. Software Agency. España 2021 - 2023*

- Elaborar prototipos de baja y alta fidelidad, integrando principios de diseño responsive, accesibilidad, y microinteracciones para enriquecer la experiencia del usuario.
- Colaborar en la definición de estrategias UX y diseño de interacción para proyectos multidisciplinarios, alineando las necesidades del usuario con los objetivos del negocio.
- Diseñar y liderar la optimización de sitios web Wordpress y Woocommerce, aplicando prácticas de diseño centrado en el usuario para mejorar el rendimiento y la conversión.
- Aportar liderazgo en diseño dentro del equipo, fortaleciendo la identidad visual de marca y mejorando la coherencia en la comunicación digital.

### ○ Diseñadora Gráfica y Web

*Jefatura de Ministros Argentina. 2008-2021*

- Liderar el diseño visual de campañas de comunicación a nivel nacional, coordinando equipos multidisciplinarios para garantizar coherencia y efectividad en los mensajes.
- Diseñar interfaces web y de aplicaciones para programas gubernamentales, aplicando principios de claridad, legibilidad y accesibilidad visual mediante el uso adecuado de la tipografía y el contraste de color.
- Crear piezas visuales para congresos, eventos y desarrollo de identidad institucional.
- Producir materiales gráficos y editoriales, incluyendo maquetación de libros y publicaciones impresas.



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  - Responsible for Wordpress web design and optimization of the user experience for the main platform, and diferents projects.
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# Marina Vila Ovalle

Account Manager

## About Me

Account management professional with direct experience managing clients at a design and marketing agency, freelancing across diverse projects, and contributing to the growth of a startup. Recognized for strengthening client relationships and leading projects from inception to completion. Skilled in communication, negotiation, and analyzing client needs, with a proactive approach to problem-solving and maximizing customer satisfaction.

## Skills

Client relationship management. Project coordination and supervision. Problem analysis and resolution. Contract negotiation and management. Strategic and operational planning. Effective communication and interpersonal skills, Adaptability and continuous learning

## Training Courses

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**DevCamp by Bottega.** HTML, CSS & JavaScript

**Valencia Activa.** Web Development

**Coursera.** Design User Experience (UX) de **Google**

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**MOGA** - Marketing online: Diseño y promoción de sitios web.

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## Experience

- Client Services Specialist  
*Qubicks, Valencia. Spain* 2022-present
  - Managed and coordinated multiple design and digital marketing projects, ensuring on-time delivery and alignment with client expectations.
  - Developed detailed proposals and presentations for potential new clients, resulting in a 30% increase in client acquisition.
  - Handled contract negotiations and post-sale follow-ups, strengthening long-term client relationships.
- Account Manager  
*CON VALORES Incubator. Valencia. Spain* 2021-2022
  - Managed and coordinated multiple design and digital marketing projects, ensuring on-time delivery and alignment with client expectations.
  - Developed detailed proposals and presentations for potential new entrepreneurs, resulting in a 30% increase in entrepreneurs acquisition.
  - Handled contract negotiations and post-sale follow-ups, strengthening long-term client relationships.
- Project Manager  
*Electronic Arts REsearche and Experimentation Centre. Bs. As Argentina* 2016 - 2021
  - Led marketing strategies and managed client relations for an innovative center dedicated to electronic arts, significantly enhancing visitor engagement and participation.
  - Implemented data tracking and analysis tools to monitor visitor interactions and preferences, adjusting our exhibitions and programming in real-time to better meet audience needs.
  - Optimized visitor service processes, significantly improving user experience and building a loyal community around the center's artistic initiatives.
- Institutional Communication Manager  
*Chief of Staff of the Ministry of Argentina* 2008-2016
  - Responsible for design in the Institutional Communication Unit. Coordination of multidisciplinary teams. Leadership in the implementation of websites and applications.
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