Marina Vila Ovalle

Digital Product Designer

About Me

I am a UX/UI Designer passionate about crafting user-centered designs that drive engagement and business success. With a strong background in 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

UX/UI design
Visual Design, Design Systems, Ilustration, Drawing, Information Architecture, Wireframing, Usability Testing, Rapid Prototyping, Storyboarding, Management Skills, Teamwork, , Research, Critical Thinking, Leadership, Design Thinking, Lean UX, Test A/B, Creativity. Road Map and Backlog managmente

Software
Agile Methodologies, Figma, Photoshop, Illustrator, XD, HTML, CSS, JavaScript, Git, React, Tailwinds, Boostrap, InVision, Wordpress, Proto.io, Canva, Power BI, Looker Studio.

Training Courses

Aprendea
Agile Development of Digital Projects
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

Languages

Spanish. Native
English. C1
German. A2
Portuguese. A2

Contact

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

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

Product Designer UX/UI
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 Woocomerce.

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.