

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, 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. Road Map and Backlog management

Software

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

Training Courses

Aprende a

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 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.