

# María Cortés

● UX/UI DESIGNER | FRONT END DEVELOPER

## PORTFOLIO





**I create functional and visually engaging digital experiences blending creativity and strategy to deliver unique solutions.**

## UX/UI Designer

Sizigia Consulting

May. 2024 - Feb. 2025

Barcelona, Spain (Remote)

Design of web and mobile applications from concept to launch, creating wireframes, prototypes, and user flows. Conducting research, usability testing, and collaborating with teams to enhance the user experience.

## Architect

Roarquitectos

Feb. 2021 - Oct. 2023

Barcelona, Spain

Interior design for new constructions and renovations, including measurements, budgeting, and 3D modeling of single-family homes.

## E-Commerce & Digital Content

HIPERMONTIGALA SL

Oct. 2021 - May. 2022

Badalona, Spain

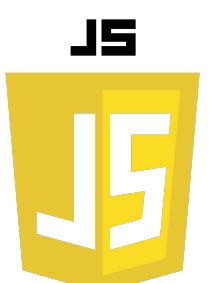
Design of digital graphic materials for social media and websites, online catalog management, sales monitoring, customer support via Instagram and other channels, and order tracking to ensure efficient deliveries.

# Skills & Software

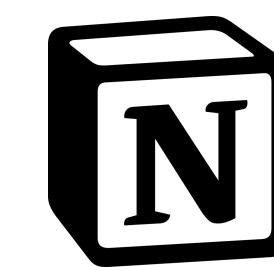
## Design



## Front-End



## Tools



# Case Study 1

## Home Page Design

Example Design – Bedding Store



little  
star

# Little Star

## About the brand

Little Star is a home textiles and bedding brand that blends comfort, quality, and timeless design. Each piece is crafted with premium materials to ensure softness and durability. Our mission is to transform every space into a cozy retreat through a seamless and trustworthy shopping experience.

## Problem & Solution

### Problem



Bedding shoppers often face confusing purchasing experiences, with unclear information about materials, complicated payment processes, and difficulty visualizing products in detail before buying.



### Solution

An intuitive and welcoming website was designed to streamline navigation and decision-making:

- A clean, minimalist design that highlights the products.
- Detailed descriptions with information on materials and benefits.
- High-quality images and 360° views for better visualization.
- A simplified checkout process with secure payment options.
- A reviews section and personalized recommendations to build trust.

## Design Process

Strategy, Collaboration, and User-Centered Design.



### Discover

User Research

### Define



Personas  
Empathy Map

### Ideate



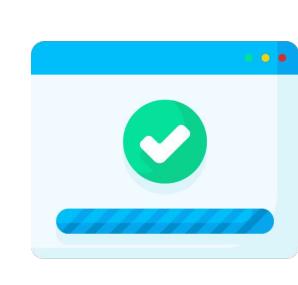
User Flow

### Design



Wireframe  
Visual Design

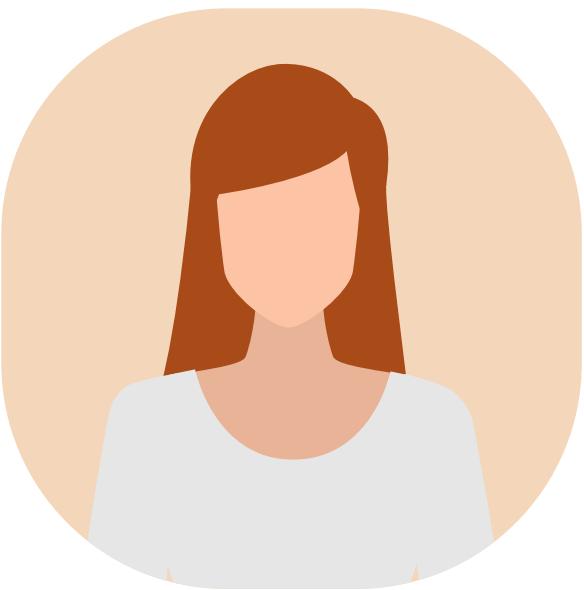
### Test



Usability



# User Persona



Sofia Martínez

Age: 32 years old

Occupation: Freelance Graphic Designer

Location: Madrid, Spain

**Profile:**

Sofia works from home and values a cozy, well-decorated space. She enjoys buying high-quality bedding and pillows, prioritizing comfortable materials and harmonious designs. She looks for practical options with clear descriptions and a seamless shopping experience.

## Emphaty Map

 **Says**

- "Is it really good quality, or does it just look nice in the photos?"
- "If I don't see customer reviews, I won't risk buying it."
- "I love it when the shopping process is quick and easy."

 **Thinks**

- "I want to make sure the bedding is high quality before buying it."
- "Will the material actually be comfortable and durable?"
- "I hope the shopping process is quick and hassle-free."

 **Does**

- Compares products across multiple stores before making a decision.
- Looks for reviews and photos from other customers.
- Prefers stores with secure payment options and fast shipping.

 **Feels**

- Uncertainty about buying online without being able to touch the product.
- Frustration if product information is unclear.
- Confidence when seeing positive reviews and detailed material descriptions.





## Initial Approach

## 1. Home Page

- Main Banner with featured offer
  - Product Categories (sheets, pillows, duvets, etc.)
  - Customer reviews and brand storytelling

## 2. Category Page

- Product list with filters for size, material and colors
  - Attractive images and visible prices

## 3. Product Page

- Detailed photos with zoom option
  - Description of materials, care instructions and benefits
  - Customer reviews
  - Prominent "Add to Cart" button

## 4. Shopping Cart

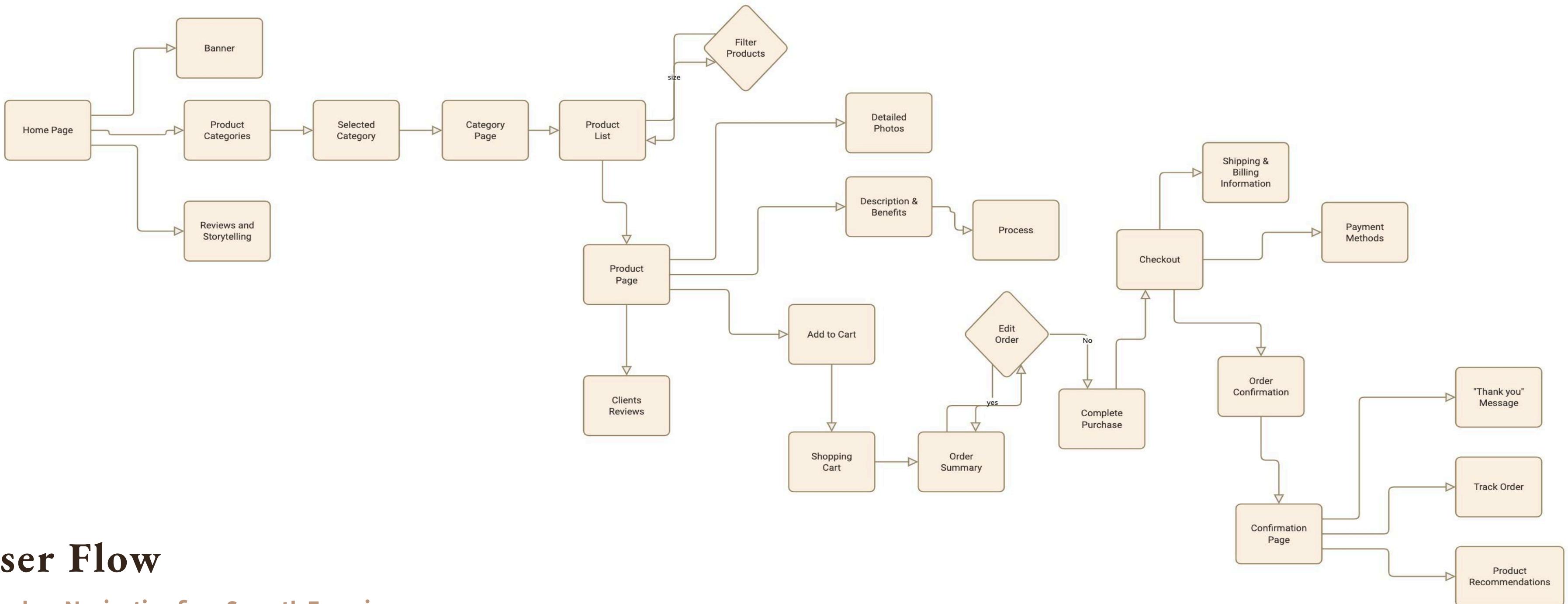
- Order summary with options to adjust quantity or remove items
  - Estimated shipping cost
  - “Complete Purchase” button

## 5. Checkout

- Shipping and billing details
  - Secure payment methods
  - Order confirmation with tracking number

## 6. Confirmation Page

- Thank you message
  - Order tracking link
  - Recommendations for similar products



# User Flow

# Seamless Navigation for a Smooth Experience

A clear and efficient user flow was designed to optimize navigation and streamline the purchasing process. It defines each key step, from product exploration to checkout, ensuring an intuitive and frictionless experience.

# User Experience

## UX Approach & Home Page Design

The homepage design for this bedding and home textiles store focuses on creating a warm and visually appealing experience. The structure prioritizes intuitive navigation, highlighting key product categories and building trust through customer reviews and visual storytelling.

## Visual Identity

### Color Palette & Atmosphere

A warm and neutral color palette was chosen to evoke comfort and well-being, aligning with the brand's identity. The design also follows atomic design principles, ensuring consistency in reusable components and scalability.

## Style Guide

### Style & Responsive Design

A style guide was developed for the interface, defining typography, colors, and components like product cards and buttons to enhance visual hierarchy. The design is fully responsive, adapting seamlessly to different devices for a smooth experience on both desktop and mobile.



*little  
star*

# Wireframe

## Structure & Organization

The low-fidelity wireframe establishes the foundational structure of the Home Page, organizing key elements without visual distractions. The main sections were defined to ensure an intuitive navigation flow.

### Brand Identity: Organic Shapes

This low-fidelity wireframe illustrates the initial structure of the website. It features a header with a logo, navigation links (Home, Shop, About, Blog, Contact), and a shopping cart icon. The main area includes a large hero section with placeholder text and organic-shaped placeholders. Below is a featured section with three dark brown rectangular cards. A product category section shows cards for 'Title Name' with placeholder sub-titles and buttons. A reviews section displays five star rating placeholders. The footer contains a logo, social media links, and legal links.

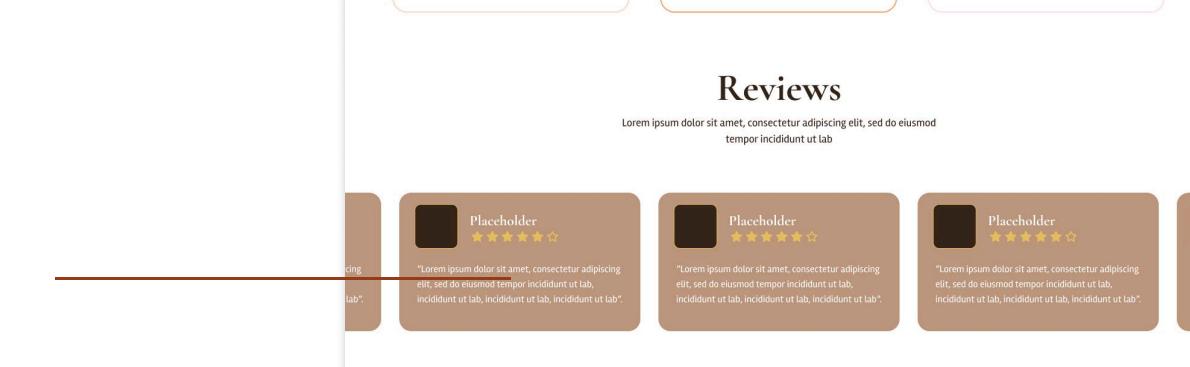
### Brand Storytelling: Featured Section



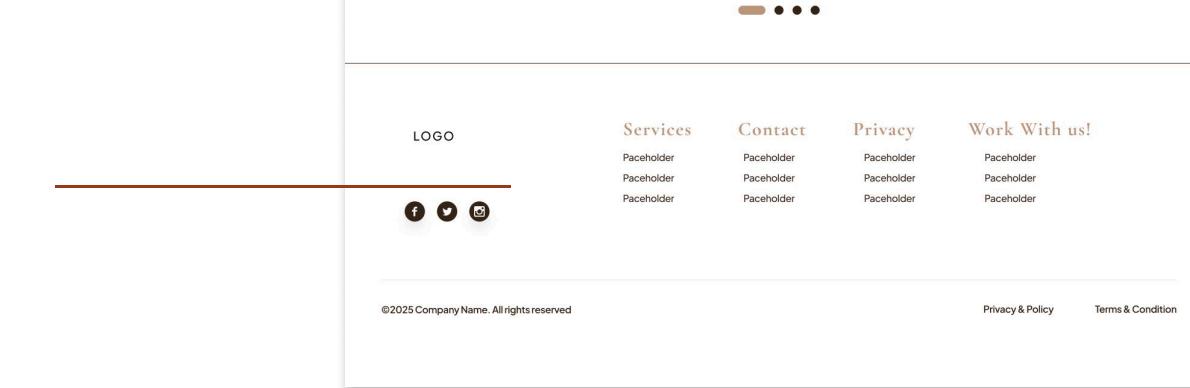
### Product Category Cards



### Reviews Section



### Footer

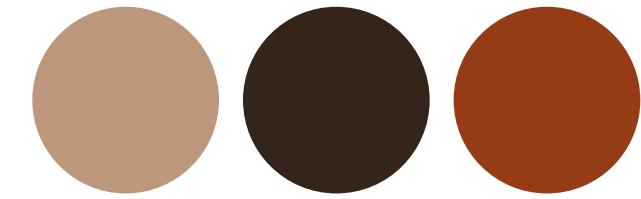


# Web Design

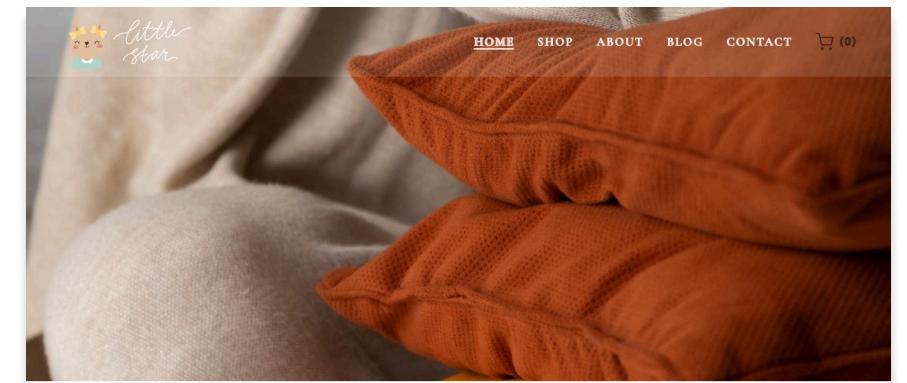
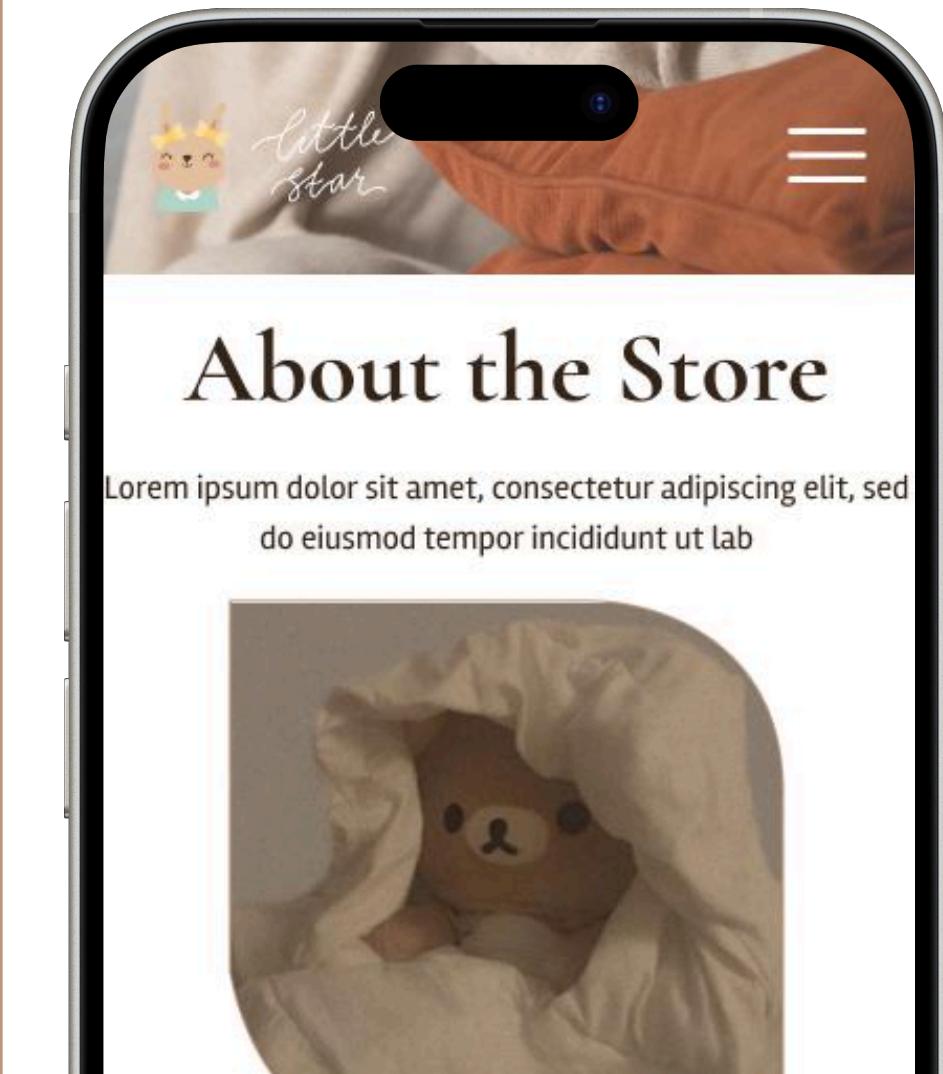
## Style Application

Visual design principles were applied using a warm color palette and legible typography. The structure maintains a clear hierarchy, ensuring easy navigation. Additionally, the layout was optimized for mobile devices, providing a smooth and adaptive experience.

### Colors



### Buttons



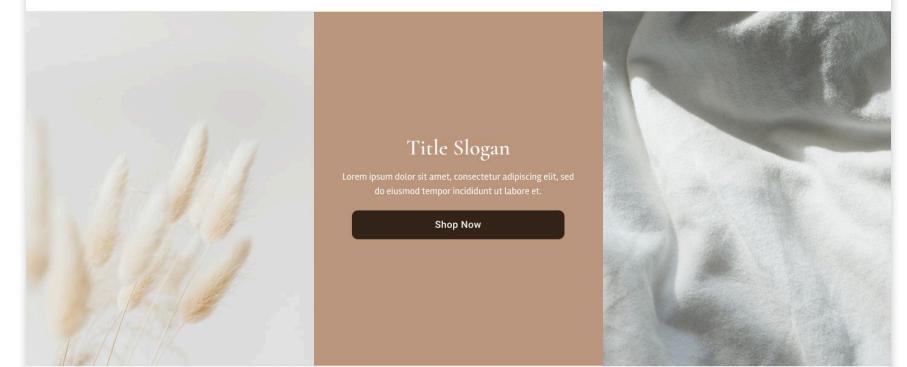
### About the Store

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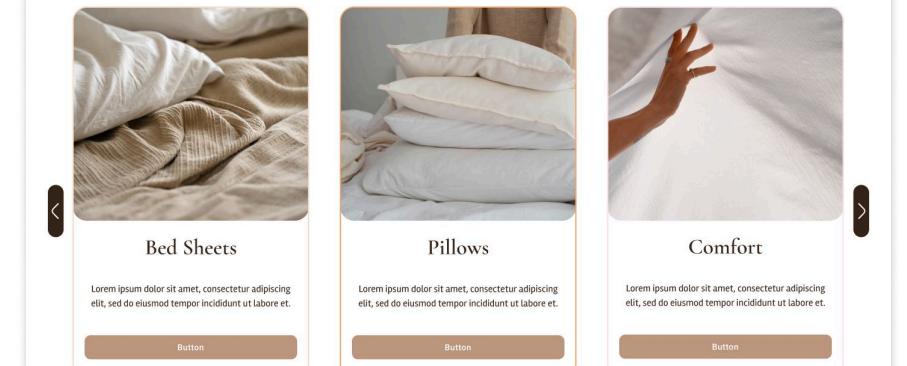


### Title Slogan

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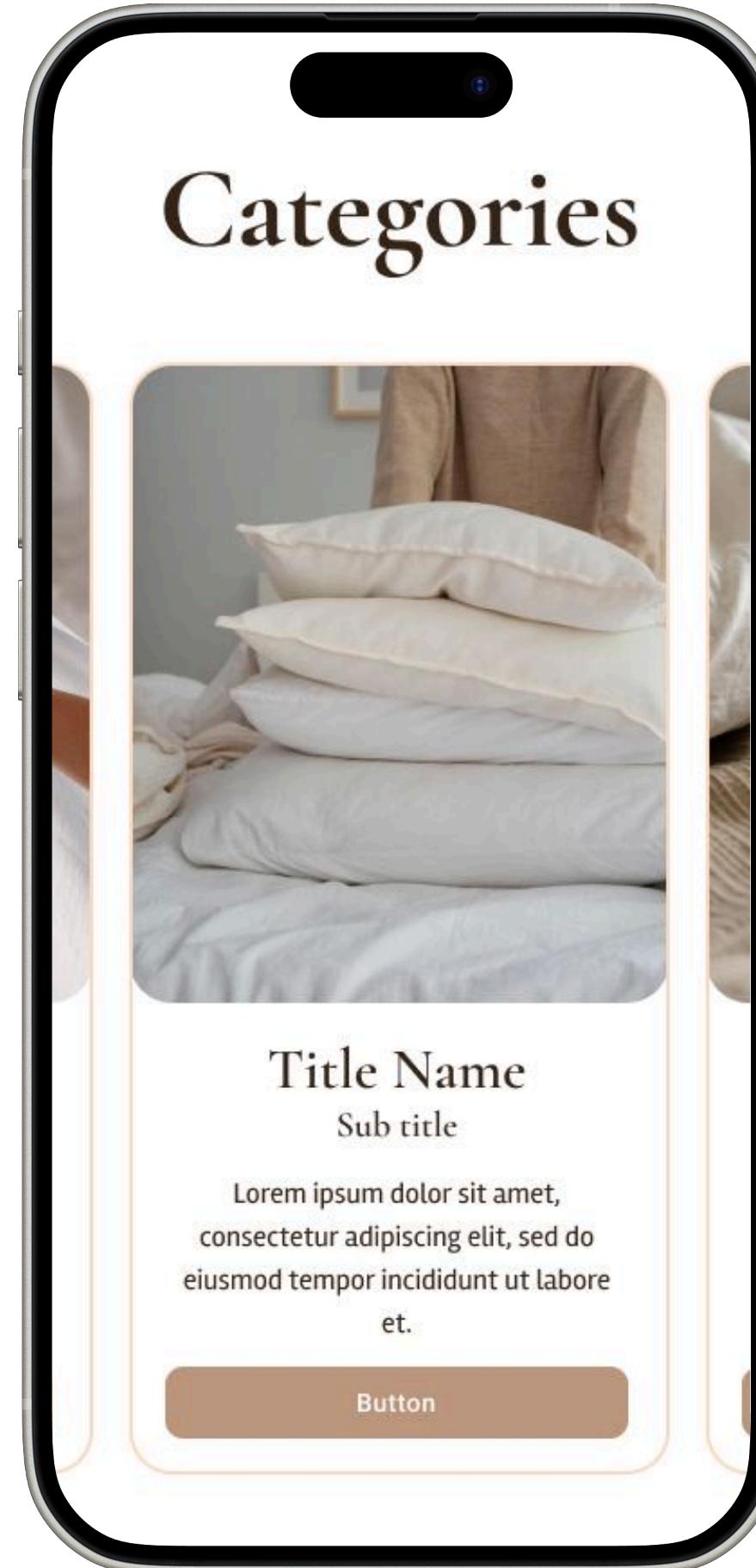
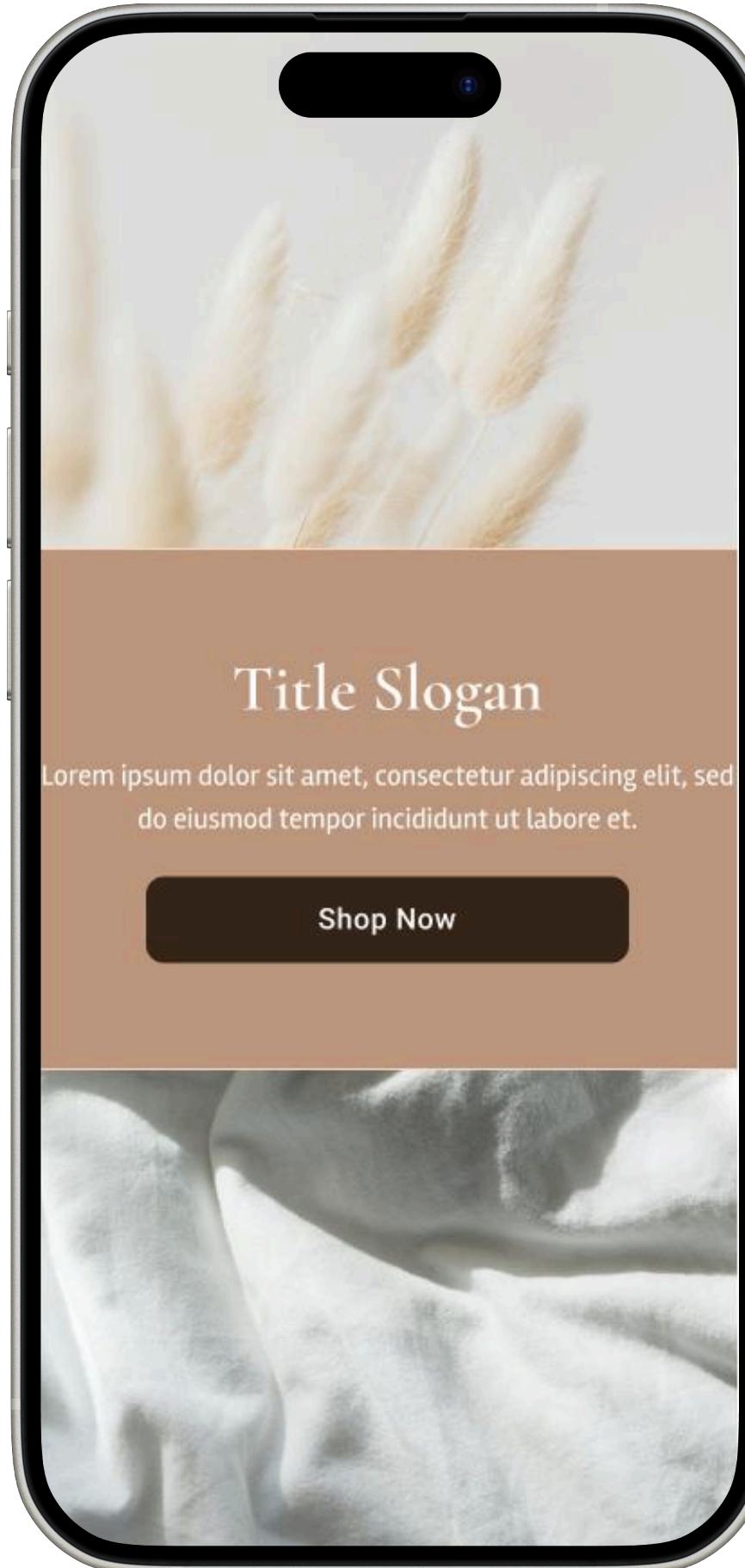
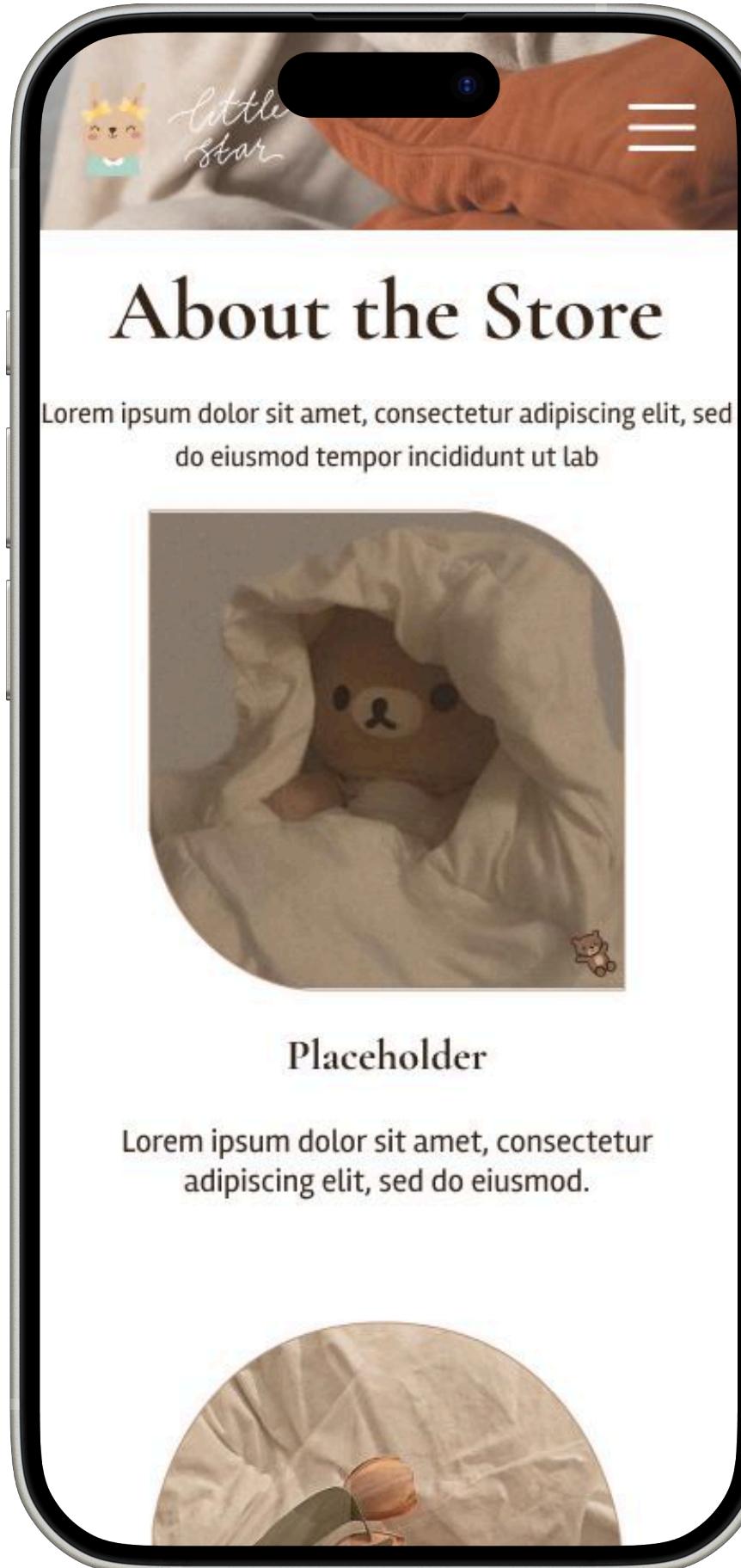
### Categories



### Reviews



# Responsive Design

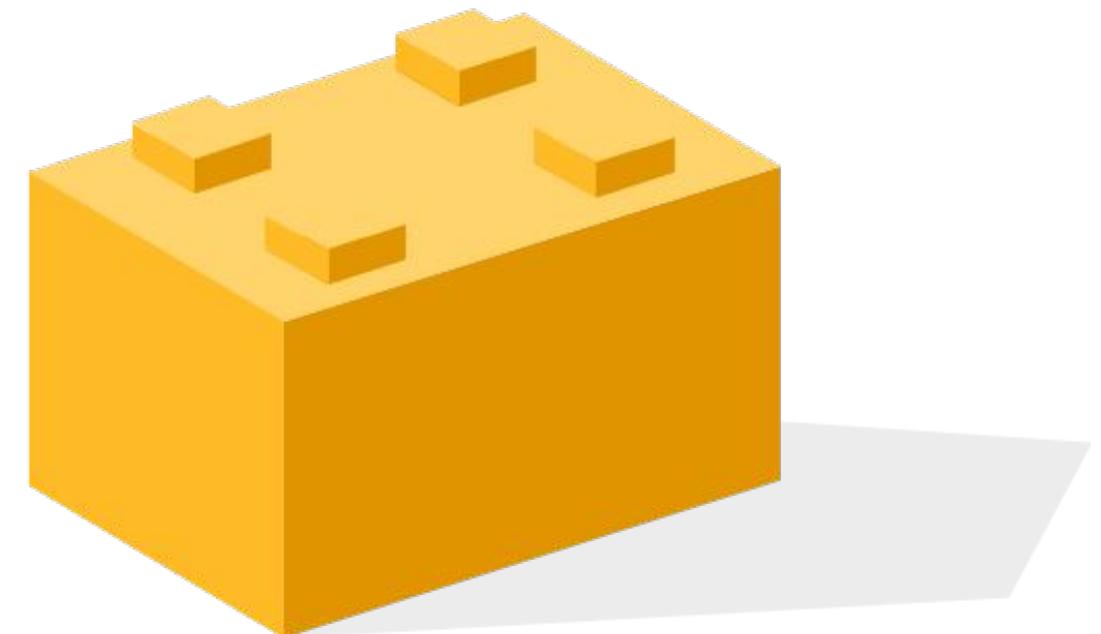




# CASE STUDY 2

## Web LEGO Replica

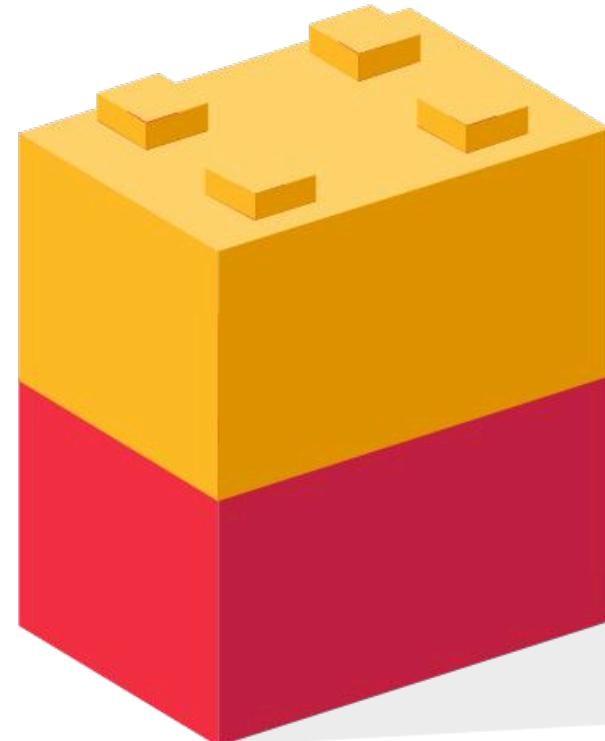
Final Project - Bootcamp Full-Stack Developer





## ROLE IN THE PROJECT

UX Designer | Project Manager | Front-End Design Collaboration



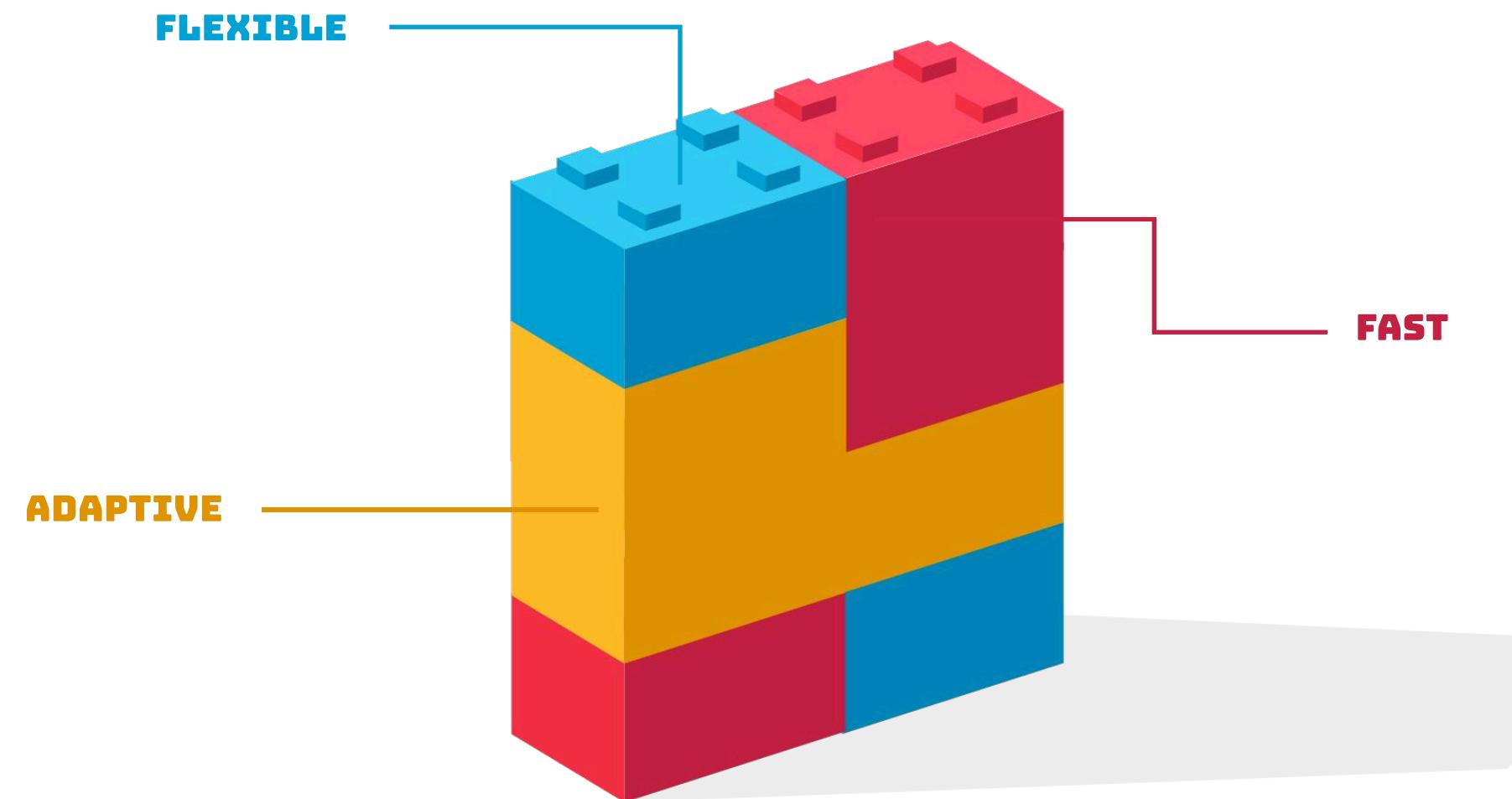
## ABOUT THE PROJECT

This project was the final challenge of our Full-Stack Development bootcamp, where we created a replica of the LEGO Spain website. Our goal was to understand and apply UX/UI design principles, methodologies, and front-end development.

## PROCESS & CONTRIBUTION

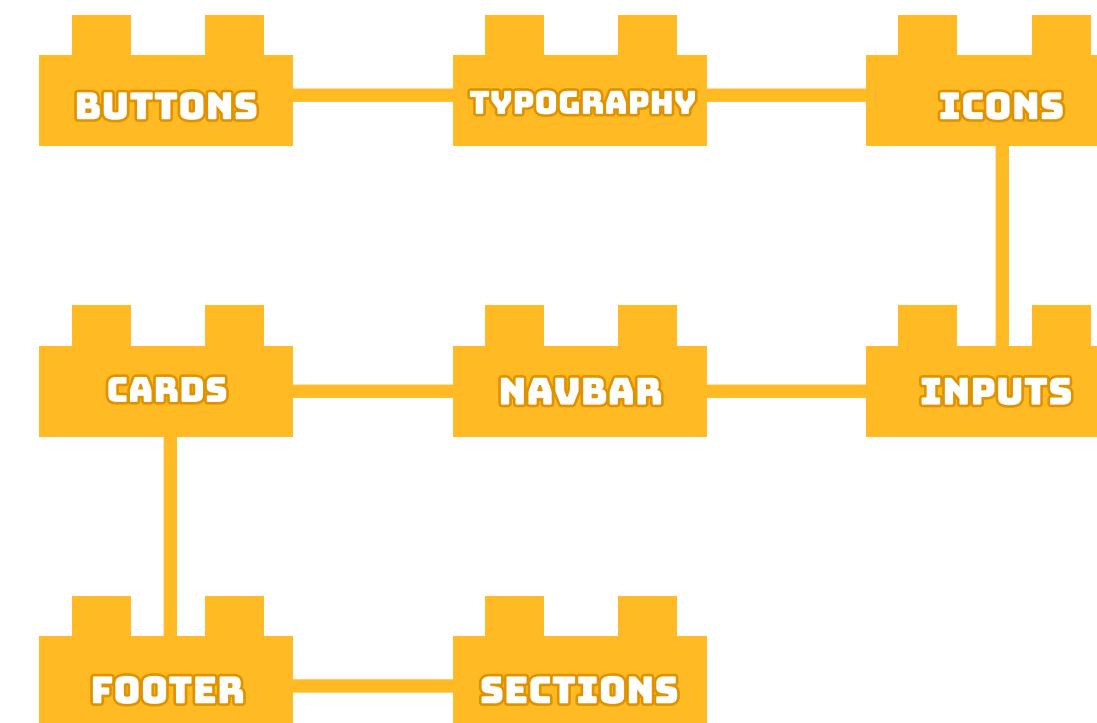
### AGILE METHODOLOGY

I coordinated the team using Agile methodology, ensuring flexibility to adapt to any project while maintaining speed and efficiency within the estimated timeframe.



### ATOMIC DESIGN

We implemented atomic design to structure both the visual and development aspects of the page. This approach allowed us to create reusable components, building from the smallest elements to more complex structures. As a result, we achieved a scalable, consistent, and efficient interface implementation.



# PROCESS & CONTRIBUTION

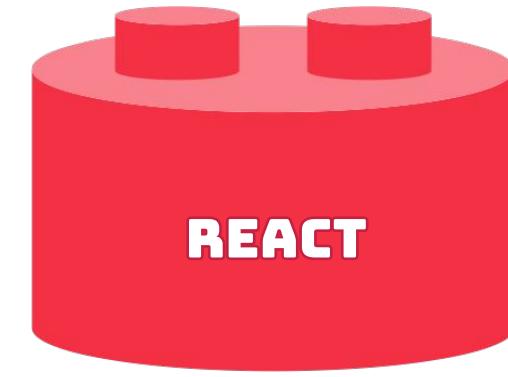
## 😊 DEVELOPMENT & WORKFLOW

1. For the design and development process, we organized the team using Trello and Notion, managing tasks through boards and timestamps. We maintained constant communication via Discord and collaborated on code through GitHub.
2. We opted for a simple and efficient code structure, based on reusable components, which facilitated the project's scalability.
3. For the development environment, we used SASS, HTML, and JavaScript with React + Vite, allowing us to optimize performance and visualize changes in real time.

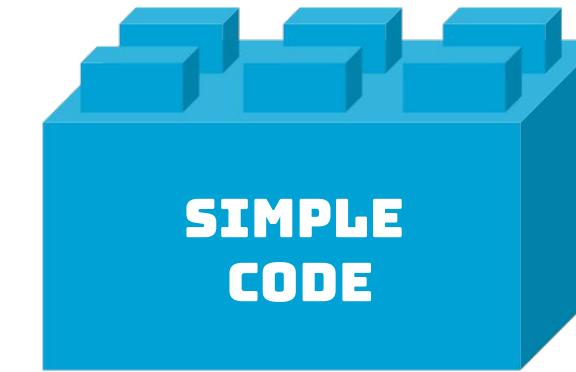
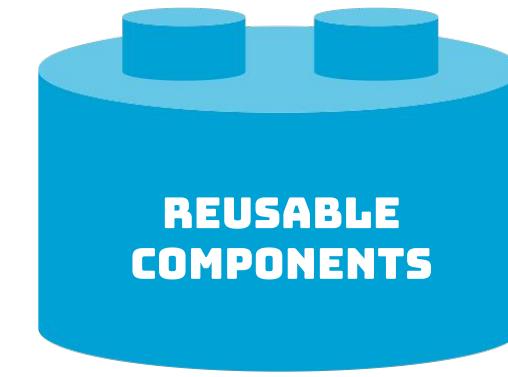
ORGANIZATION



STRUCTURE



ENVIRONMENT



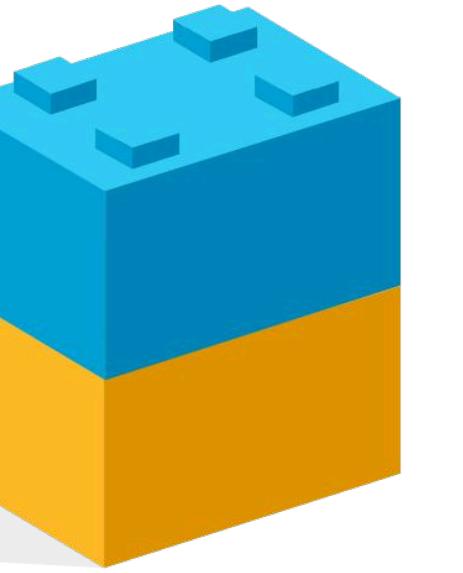
## 😊 CONCLUSION

- This project was a great opportunity to apply both UX/UI design and front-end development in a collaborative environment. Using the Agile methodology, we organized efficiently and met our deadlines.
- The atomic design approach allowed us to build a modular and scalable interface, while integrating React + Vite optimized performance and development experience. Additionally, coordination through Trello, Notion, Discord, and GitHub was key to maintaining smooth communication and an organized code structure.
- Overall, this LEGO website replica not only strengthened our technical skills but also enhanced team collaboration and strategic decision-making in a real-world project setting.



# WEB DESIGN

For the web version, we structured the interface to ensure clear and accessible navigation. We applied atomic design to maintain visual consistency and scalability, along with an optimized layout to enhance the user experience on larger screens.



A screenshot of the LEGO website displayed on a MacBook Pro. The website has a yellow header bar with the LEGO logo, a search bar, and links for 'COMPRAR', 'DESCUBRIR', and 'AYUDA'. A promotional banner for 'LEGO Insiders' features a man and a woman in a living room setting. Below the banner are category links: 'Novedades', 'Exclusivos', 'Ofertas', 'Marvel', 'Disney', and 'LEGO® Insiders'. A section titled 'Selecciones de esta semana' shows three LEGO models: a red telephone booth, a large black helicopter, and a tree made of LEGO bricks. The bottom of the screen shows the dark bezel of the MacBook Pro.

¡BIENVENIDOS!

COMPRAR DISCUTIR AYUDA

Ofertas > Hasta Miércoles >

LEGO® insiders

Fin de semana LEGO® Insiders del 18/11 al 19/11

¿Qué aún no eres miembro? ¡Únete hoy mismo y descubre las ofertas especiales!

Novedades Exclusivos Ofertas Marvel Disney LEGO® Insiders

Selecciones de esta semana

Nuevo set Cabina telefónica roja de Londres Recrea una emblemática aeronave de Dune Decoración para el hogar con un toque personal

A la vista > A la vista > A la vista >

Sets destacados

Stitch Concorde Cámara Polaroid OneStep SX-70 Planta Piraña

★★★★★ 64,99€ 199,99€ 79,99€ 64,99€

Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa

Únete al programa LEGO® Insiders, disfruta jugando y obtén recompensas

Más puntos Más recompensas Más ventajas

Obtén puntos con tus compras y también por registrar tus sets. ¡Material LEGO® exclusivo para miembros, descuentos, entradas para los parques LEGOLAND® y mucho más!

Los miembros disfrutan de acceso anticipado a los sets más demandados y regalos con su compra.

Regístrate > Canjear ahora > Descubrir >

recomendado para ti

mo de Flores Silvestres Ukelele Tropical Bonsái Girasoles

★★★★★ 59€ 29,99€ 169,99€ 14,99€

Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa

Descubre más sets increíbles:

Halcón Milenario El Señor de los Anillos: Rivendel Torre Eiffel Porsche 911

★★★★★ 84,99€ 499,99€ 629,99€ 169,99€

Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa Añadir a la bolsa

Selecciones de esta semana

Flores de Cerezo Autobús de gran gira musical Coche monstruoso de Bowser

Crea bellas que nunca se marchita con un nuevo set de Flores LEGO® Lánzate a la carretera con un nuevo set de LEGO Friends. Aumenta la diversión con un nuevo set de expansión de LEGO Super Mario.

A la tienda > A la tienda > A la tienda >

Descubre todos los detalles

10 cosas que debes saber sobre el set Plaza Mayor Medieval LEGO® Icons

Retrócede en el tiempo con nuestro nuevo set LEGO Icons Plaza Mayor Medieval, repleto de historias, personajes y detalles sorprendentes.

Lee más >

Cómo fue que recreamos el icónico auto McLaren F1® de Ayrton Senna

Rebaja los precios del nuevo set LEGO Icons McLaren F1® de Ayrton Senna.

Lee más >

Los mejores regalos para parejas

Descubre nuestros mejores regalos LEGO® para parejas y descubre lo mucho que te importan. ¡También en este artículo encontrarás ideas para regalar.

Lee más >

13 mejores sets LEGO® Harry Potter™ para Navidad

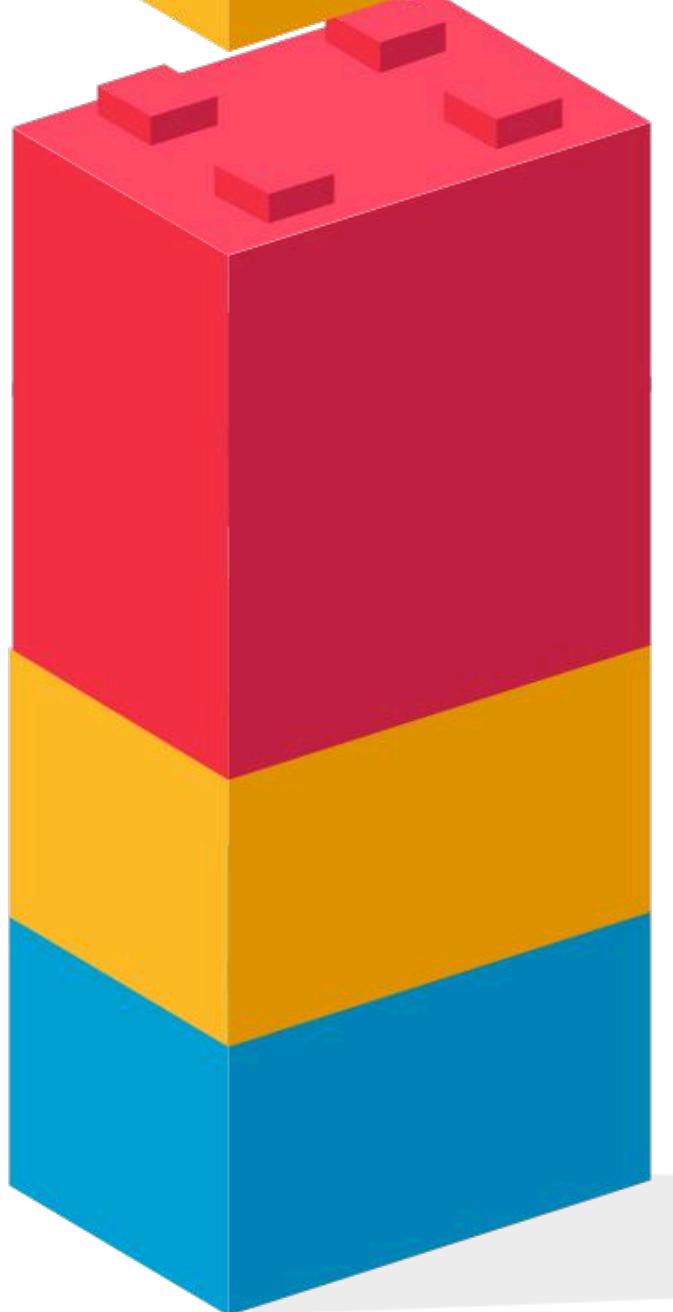
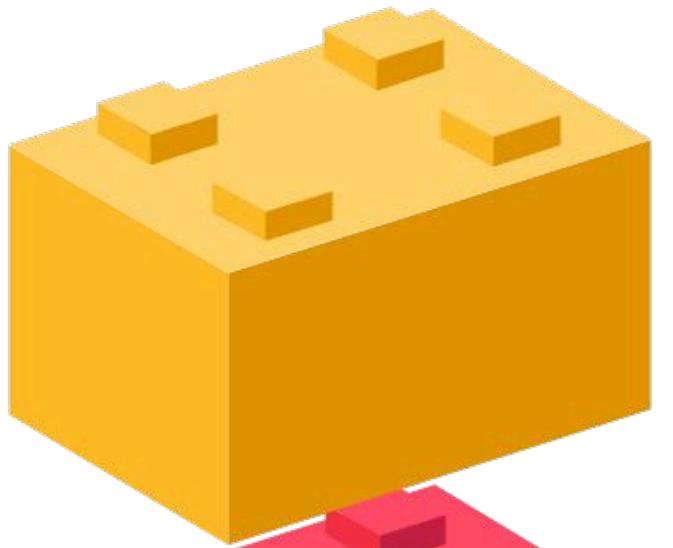
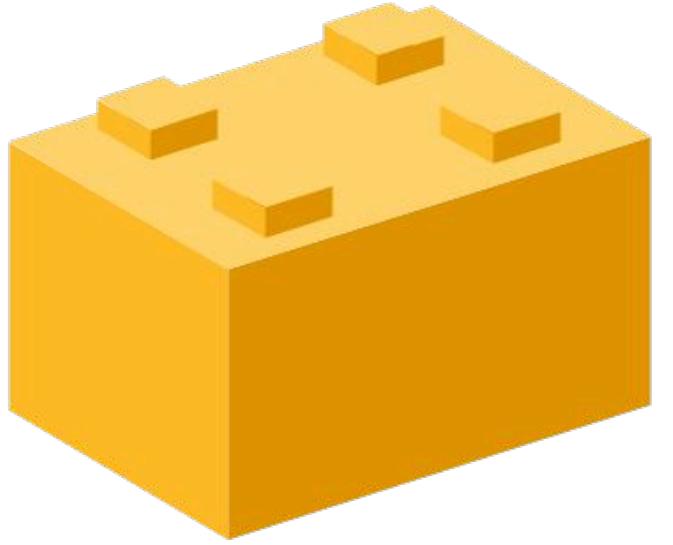
Extráe el mundo Mágico de Harry Potter en tu casa y déjate llevar por la magia de los 13 mejores sets LEGO Harry Potter para Navidad.

Lee más >

Tenemos la bienvenida a la LEGO® Store oficial, donde encontrarás fantásticos conjuntos de construcción LEGO®, réplicas increíbles sets de exhibición y mucho más para oír, ver y disfrutar con tu familia y amigos. ¡Este es el mejor sitio para celebrar la magia de la Navidad!

¡Comprueba si tu ciudad tiene una LEGO® Store! ¡Tenemos más de 100 tiendas LEGO® en todo el mundo!

Lee más >



## SHOPPING CART

LEGO

COMPRAR DESCUBRIR AYUDA

Sets por Tema >

Edades >

Rangos de Precios >

Artículos LEGO >

Intereses >

Pick and Build >

Exclusivos

Novedades

Los más vendidos

Decoración del hogar

Ofertas y rebajas

Tarjetas regalo

Próximamente

Encuentra la inspiración

Última oportunidad para comprar

VER TODOS LOS TEMAS

|                |                      |                    |
|----------------|----------------------|--------------------|
| Architecture   | Friends              | Minecraft          |
| Batman         | Harry Potter         | Minifiguras        |
| BrickHeadz     | Ideas                | Monkie Kid         |
| Brick Sketches | Jurassic World       | NINJAGO            |
| City           | LEGO Animal Crossing | Powered Up         |
| Classic        | LEGO DREAMZzz        | SERIOUS PLAY       |
| Creator 3in1   | LEGO Education       | Sonic the Hedgehog |
| Creator Expert | LEGO Icons           | Speed Champions    |
| DC             | LEGO Indiana Jones   | Spider-Man         |
| Disney         | LEGO Super Mario     | Star Wars          |
| DOTS           | Lord of the Rings    | Technic            |
| DUPLO          | Marvel               |                    |

LEGO

ZONA DE JUEGOS

COMPRAR DESCUBRIR AYUDA

ENVÍO GRATUITO para los pedidos superiores a 55€\* Salir Más

Unete a LEGO® Insiders Iniciar sesión

Inicia sesión

Nombre de usuario

Contraseña

Nuevo usuario

Crear cuenta

LEGO insiders

Fin de semana LEGO® Insiders c al 19/11

Ofertas Hazte Miembro

Novedades Exclusivos Ofertas Marvel Disney

Mi bolsa (1)

Concorde 199,99€

Añadir a la lista

Resumen del pedido

Importe total: 199,99€

Tramitar pago de forma segura

Recomendado para tí

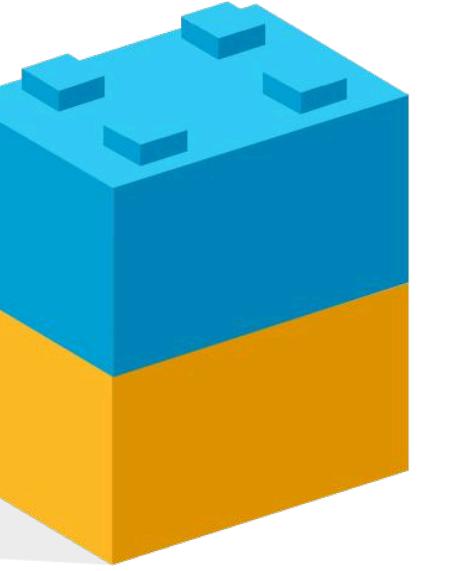
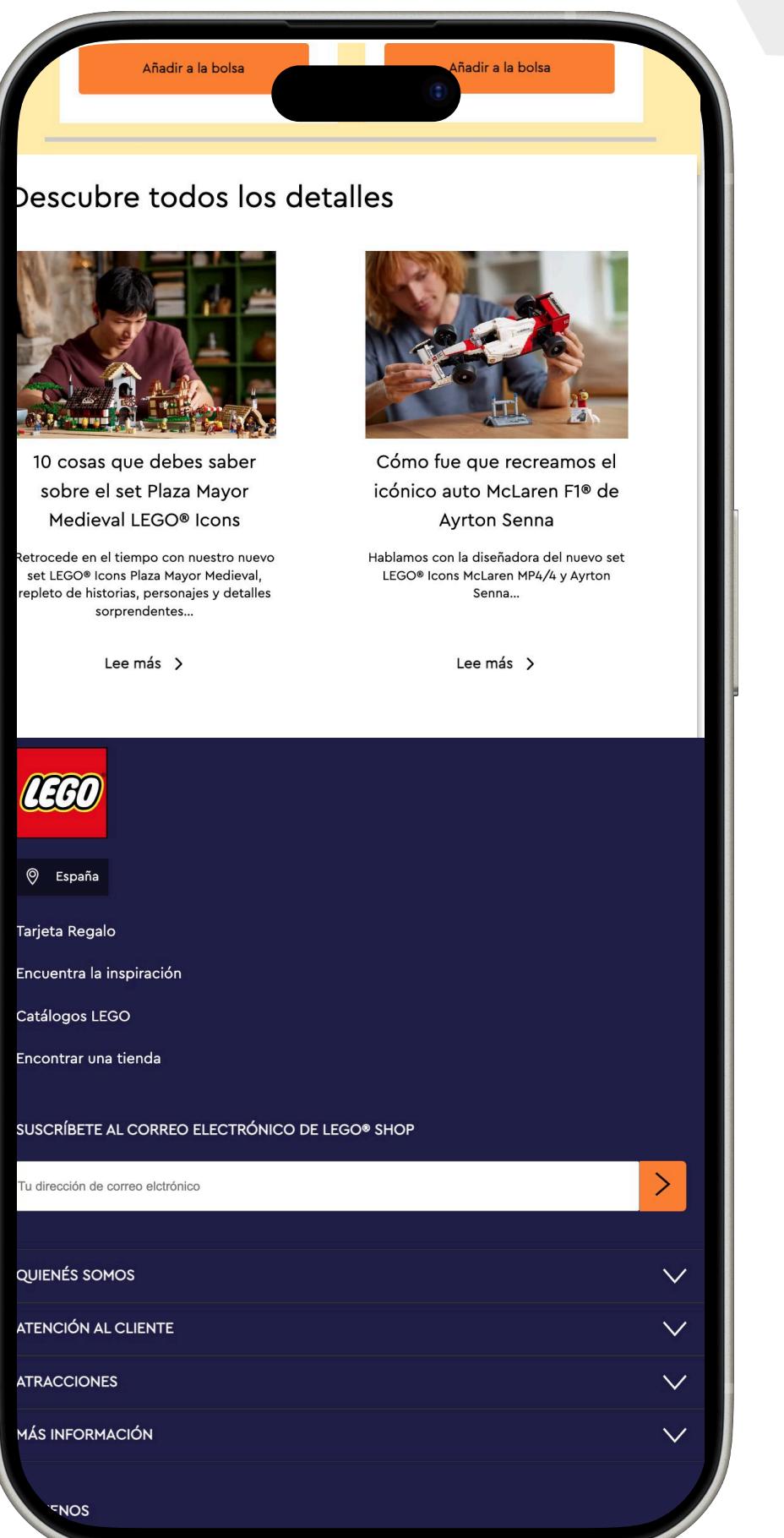
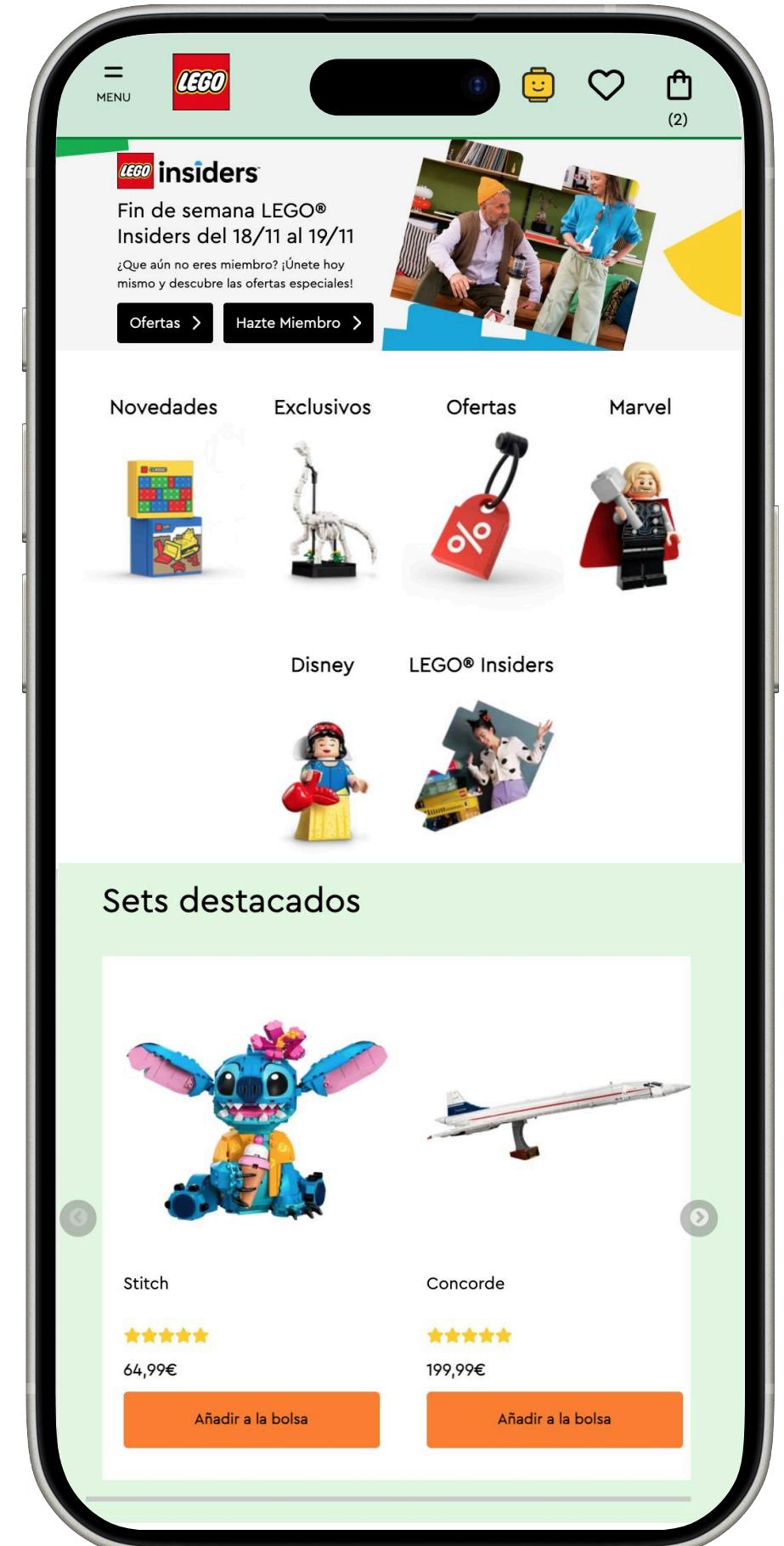
|                           |                   |                   |                   |
|---------------------------|-------------------|-------------------|-------------------|
| Ramo de Flores Silvestres | Ukelele Tropical  | Bonsái            | Girasoles         |
| ★★★★★ 10 000€             | ★★★★★ 10 000€     | ★★★★★ 169,99€     | ★★★★★ 14,99€      |
| Añadir a la bolsa         | Añadir a la bolsa | Añadir a la bolsa | Añadir a la bolsa |

## LOGIN MODAL

## DROPODOWN MENU

# RESPONSIVE DESIGN

For mobile adaptation, we optimized the structure and layout to ensure a smooth experience across all devices. We implemented a responsive design using media queries and flexbox, adjusting sizes, spacing, and navigation to enhance usability on smaller screens.



**LEGO insiders**  
Fin de semana LEGO® Insiders del 18/11 al 19/11  
¿Qué aún no eres miembro? ¡Únete hoy mismo y descubre las ofertas especiales!

Oferas > Hazte Miembro >

Novedades Exclusivos Ofertas Marvel

Disney LEGO® Insiders

Sets destacados

Stitch Concorde

10 cosas que debes saber sobre el set Plaza Mayor Medieval LEGO® Icons

Cómo fue que recreamos el icónico auto McLaren F1® de Ayrton Senna

Hablamos con la diseñadora del nuevo set LEGO® Icons McLaren MP4/4 y Ayrton Senna...

Lee más > Lee más >

Descubre más sets increíbles:

Halcón Milenario El Señor de los Anillos: Rivendel

Lee más > Lee más >

Descubre todos los detalles

10 cosas que debes saber sobre el set Plaza Mayor Medieval LEGO® Icons

Cómo fue que recreamos el icónico auto McLaren F1® de Ayrton Senna

Retracte en el tiempo con nuestro nuevo set LEGO® Icons Plaza Mayor Medieval, repleto de historias, personajes y detalles sorprendentes...

Lee más > Lee más >

SUSCRÍBETE AL CORREO ELECTRÓNICO DE LEGO® SHOP

Tu dirección de correo electrónico >

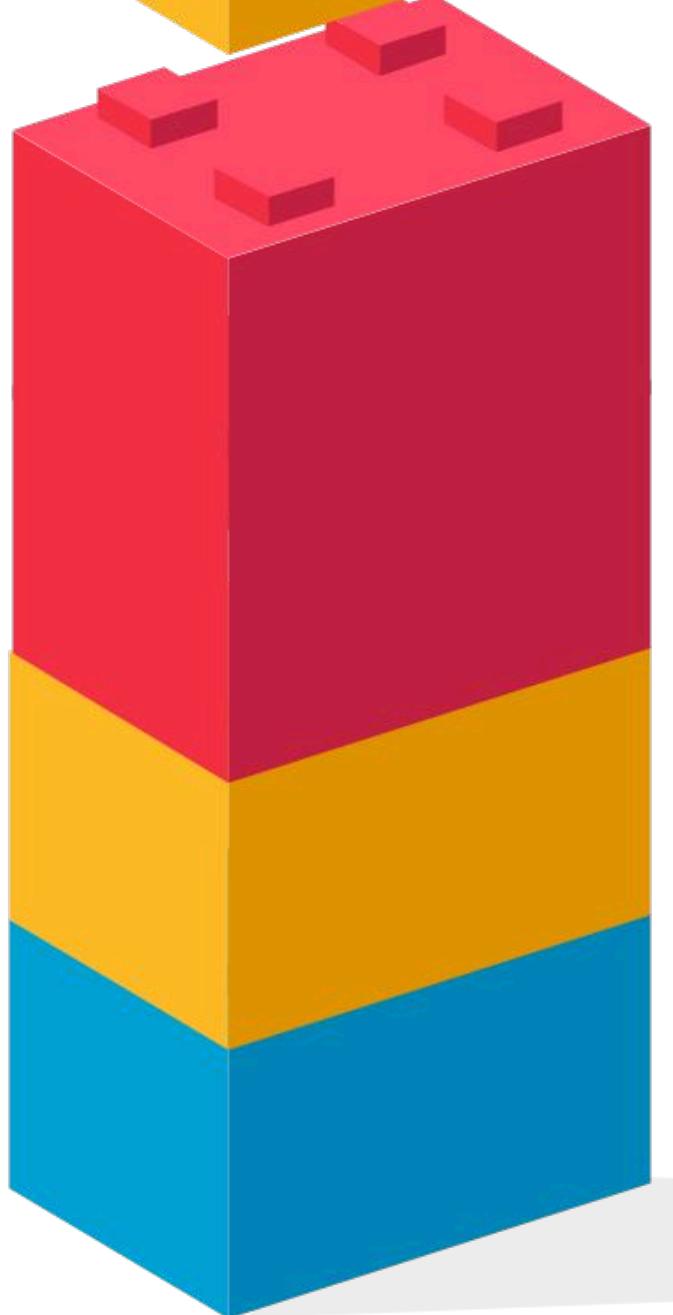
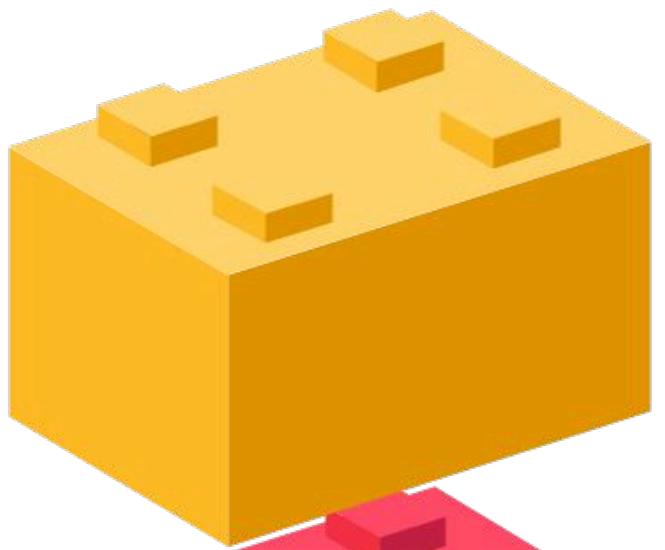
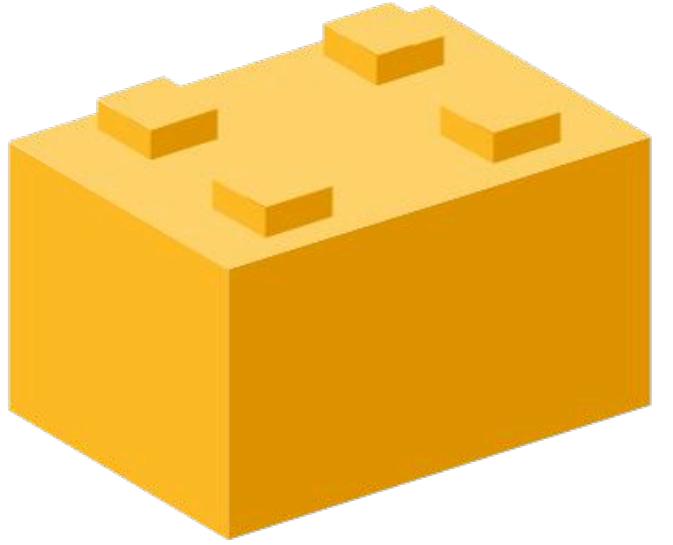
QUIÉNES SOMOS ATENCIÓN AL CLIENTE ATRACCIONES MÁS INFORMACIÓN SÍGNANOS

LEGO

España Tarjeta Regalo Encuentra la inspiración Catálogos LEGO Encontrar una tienda SUSCRÍBETE AL CORREO ELECTRÓNICO DE LEGO® SHOP Tu dirección de correo electrónico >

QUIÉNES SOMOS ATENCIÓN AL CLIENTE ATRACCIONES MÁS INFORMACIÓN SÍGNANOS

f x i y



A screenshot of the LEGO website showing a modal window for logging in. The modal has a light gray background and a dark gray header bar with the LEGO logo and a close button. The main area contains fields for 'Nombre de usuario' and 'Contraseña', both with placeholder text ('Nombre de usuario' and 'Contraseña'). Below the fields are 'Inicia sesión' and 'Nuevo usuario' buttons. At the bottom of the modal is a decorative image of a LEGO flower garden.

## LOGIN MODAL

A screenshot of the LEGO website showing a dropdown menu for purchasing. The menu is titled 'COMPRAR' and includes options like 'Sets por Tema', 'Edades', 'Rangos de Precios', 'Artículos LEGO', 'Intereses', 'Pick and Build', 'Exclusivos', 'Novedades', 'Los más vendidos', 'Decoración del hogar', 'Ofertas y rebajas', 'Tarjetas regalo', 'Próximamente', 'Encuentra la inspiración', and 'Última oportunidad para comprar'. To the right of the menu is a grid of LEGO sets categorized by theme, such as Architecture, Harry Potter, Batman, Ideas, BrickHeadz, Jurassic World, Brick Sketches, LEGO Animal Crossing, City, Classic, Creator 3in1, LEGO DREAMZzz, LEGO Education, LEGO Icons, DC, Disney, Indiana Jones, DOTS, DUPLO, LEGO Super Mario, Friends, and Lord of the Rings.

## DROPODOWN MENU

# Case Study 3

## Dashboard UI Design

Design Example – Dashboard Navigation

# Dashboard UI Design

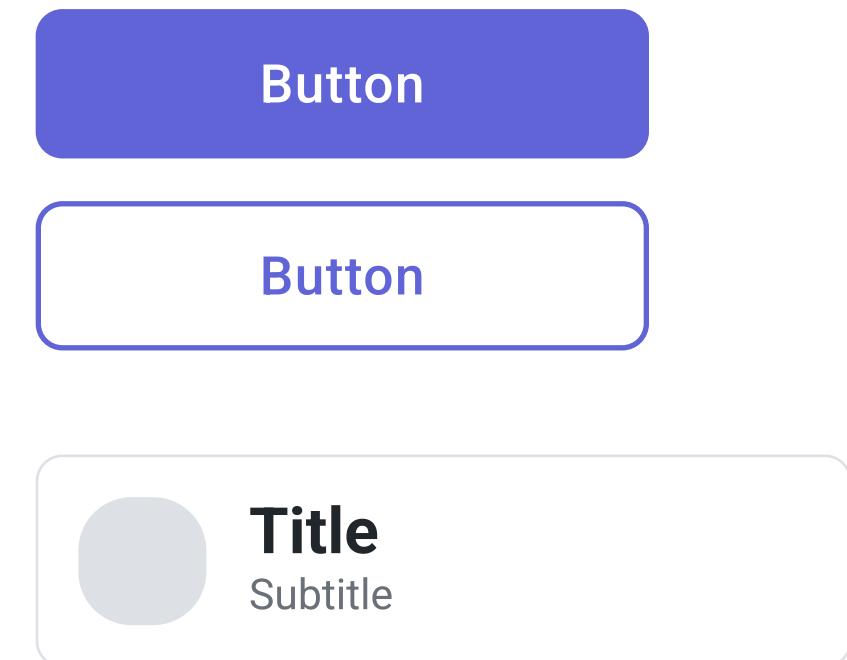
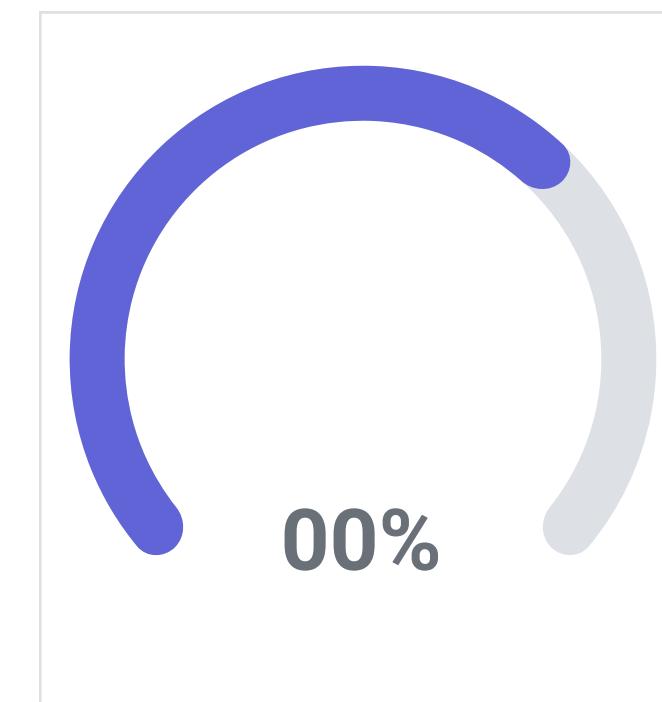
## Example of a Dashboard with a Clear and Functional Structure

Started with wireframes to define the visual hierarchy and optimize the user experience, ensuring intuitive and efficient navigation.



## System Design & Reusable Components

Para el diseño del sistema, se definieron componentes reutilizables siguiendo el enfoque de diseño atómico. Se crearon botones, tablas y otros elementos modulares para mantener coherencia y escalabilidad. Además, se seleccionó una tipografía clara para garantizar legibilidad y una experiencia intuitiva.



### HOME

**Login Screen**  
for signing in or registering



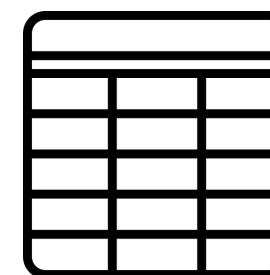
### DASHBOARD

**Main Dashboard View**  
with a summary of key data.



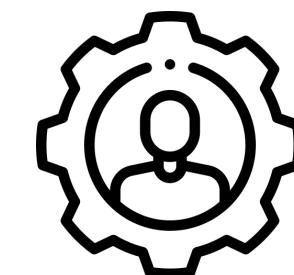
### TABLE

**Data Management Section**  
to view and manage specific information.

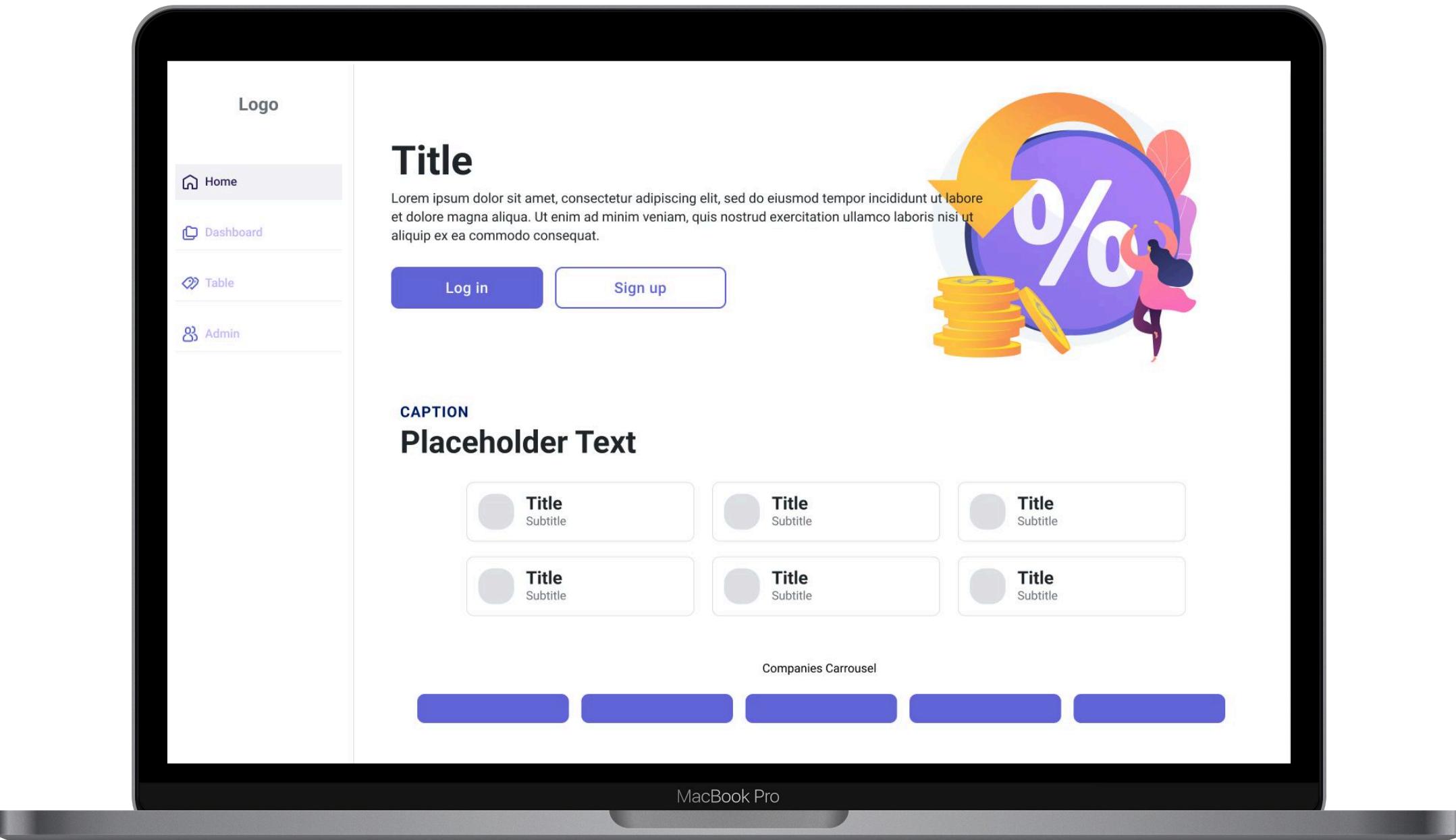


### ADMIN

**Menu with Advanced Options**  
for settings and administration.



# Dashboard UI Design



Two desktop dashboard designs side-by-side.

**Top Dashboard:**

- Left Column:** Includes a 'Logo' section with icons for Home, Dashboard, Table, and Admin, and a 'Name' section with a 'Log out' button.
- Right Column:** Features a large title 'Title' with tabs for Overview, Text, and Text. It includes four placeholder boxes for 'Placeholder 000.00', 'Placeholder 0000.00', 'Placeholder 000.00', and 'Placeholder 000.00'. Below these are two circular progress indicators labeled 'Placeholder' and 'Placeholder' with text '● text ● text'. The bottom half contains a line chart with a blue line fluctuating between 40 and 80 on a scale from 20 to 100.

**Bottom Dashboard:**

- Left Column:** Similar to the top one, with a 'Logo' section, 'Name' section, and a 'Table' section.
- Right Column:** Features a large title 'Title' with a search bar and two blue 'Button' buttons. Below it is a table with 12 rows, each containing columns for Placeholder, Placeholder, Placeholder, Placeholder, Placeholder, Placeholder, and Placeholder. The last column has three dots at the end. At the bottom, there's a navigation bar with 'Previous' and 'Next' buttons, and page numbers 1 through 11, with page 2 highlighted in blue.

# Dashboard UI Design

**Logo**

**Title**

**Placeholder** **Placeholder** **Placeholder**

**Bottom** **Bottom**

**Search**

| Name        | Description | Date        | Owned by    |
|-------------|-------------|-------------|-------------|
| Placeholder | Placeholder | Placeholder | Placeholder |
| Placeholder | Placeholder | Placeholder | Placeholder |
| Placeholder | Placeholder | Placeholder | Placeholder |
| Placeholder | Placeholder | Placeholder | Placeholder |

**Home** **Dashboard** **Table** **Admin**

**Name** **Log out**

**Logo**

**Home** **Dashboard** **Table** **Admin**

**Projects** **Users** **Account**

**Profile Photo**

**Change Photo** **remove**

**User Details**

**Label Name** Jane **Label Name** Doe

**Email** Jane@email.com

**Password** [Forgot Password?](#)

**Edit**

**Logo**

**Home** **Dashboard** **Table** **Admin**

**Projects** **Users** **Account**

**Profile Photo**

**Upload Photo** **remove**

**User Details**

**Label Name** Placeholder **Label Name** Placeholder

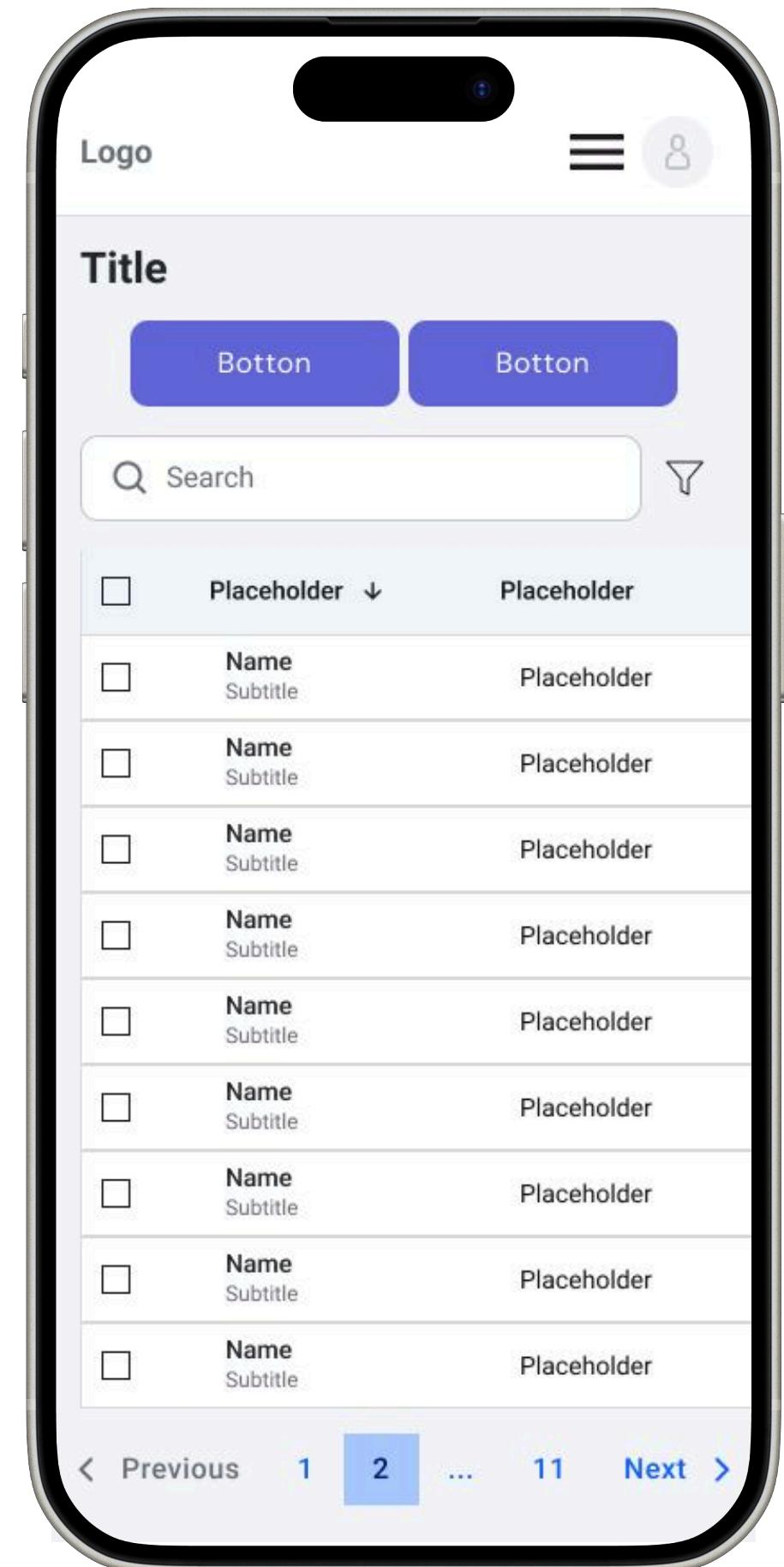
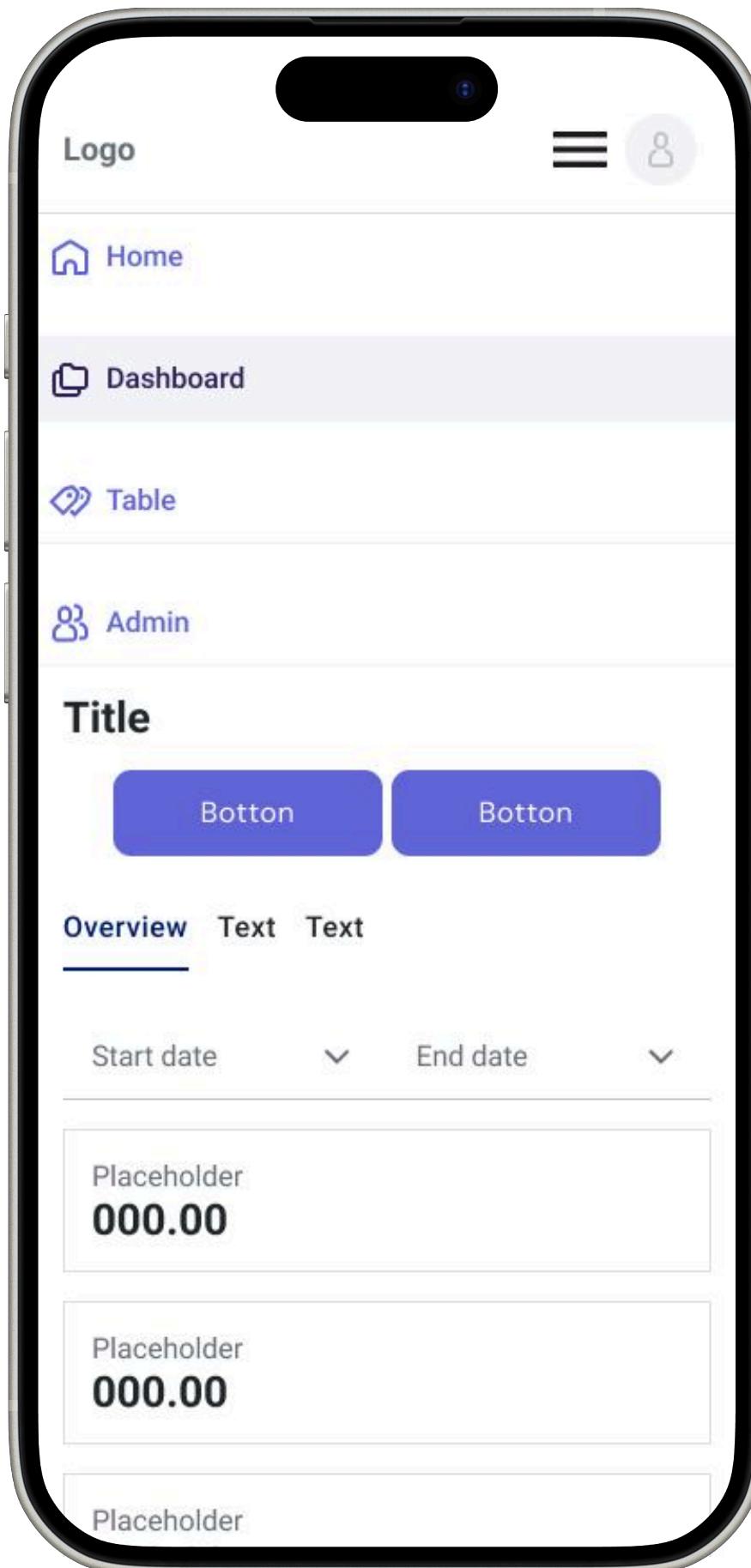
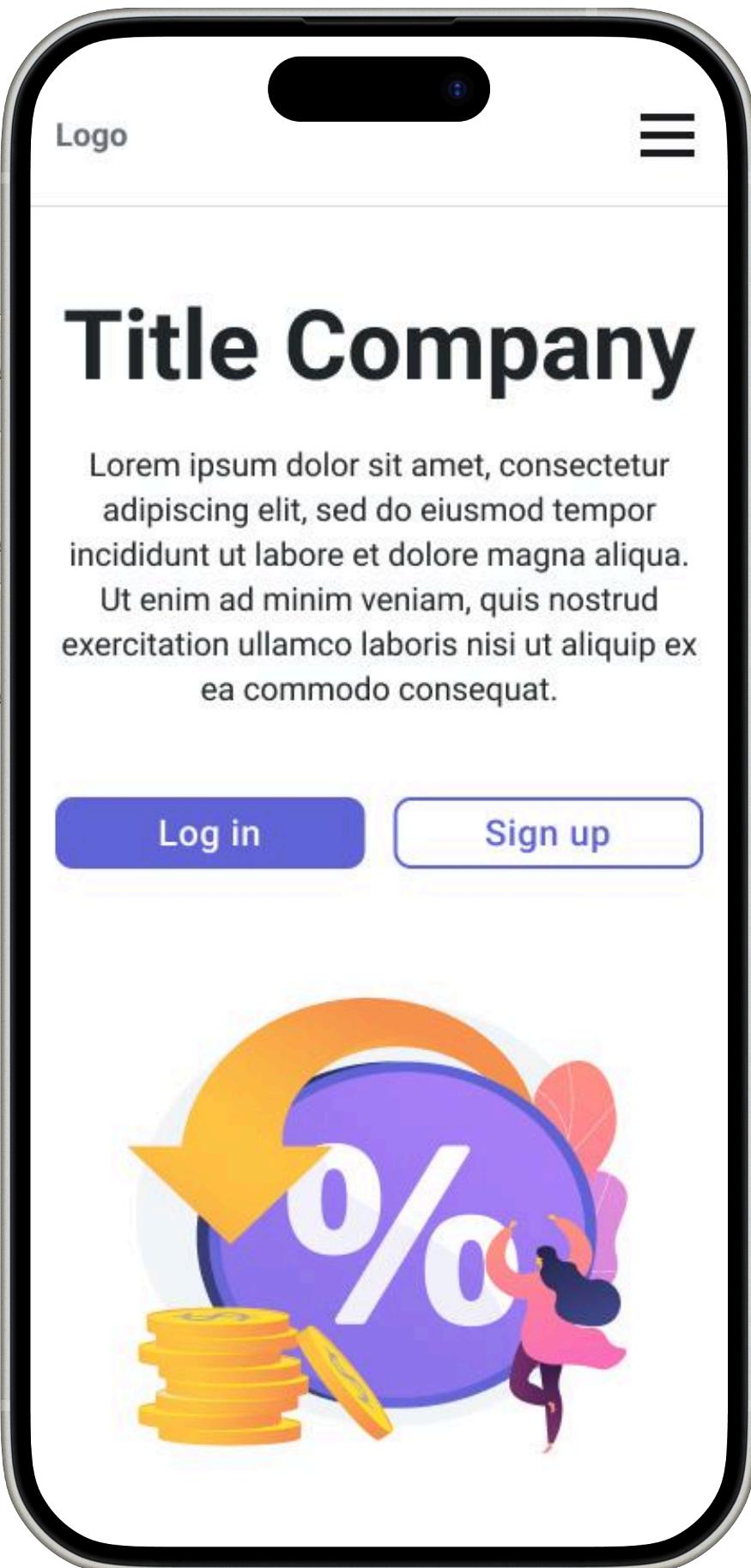
**Email** Placeholder

**Password** [Forgot Password?](#)

**Save**

# Dashboard UI Design

## Responsive



# Thank you for your time! Let's collaborate together 🌸



+34 663-585081



[linkedin.com/in/mariacortesv24/](https://linkedin.com/in/mariacortesv24/)



[mariacv1993@gmail.com](mailto:mariacv1993@gmail.com)



[github.com/Mariacortesv](https://github.com/Mariacortesv)



Barcelona, España