Clara Fernandez-Miranda

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with over a decade of practice across interior, graphic and digital design, bringing a spatial instinct and systems-level thinking to product design that most designers simply don't have. Known for taking full ownership of the design process end-to-end, collaborating closely with engineers and PMs, and turning complex problems into clear, human solutions. Driven by the belief that good design is seamless, purposeful and always starts with understanding people.

KEY SKILLS

Product Design	Wireframing & Prototyping	Responsive Design
UX Research & Usability Testing	Mobile-First Design	Cross-functional Collaboration
UI Design	Visual Design	Stakeholder Communication
Design Systems	Information Architecture	Spatial & Systems Thinking
Design Thinking	User Flow & Journey Mapping	Agile & Iterative Design

PROFESSIONAL EXPERIENCE

Project Administrator, LO2 Estudio. *Madrid, Spain* | Jul 2024 – Feb 2026.

Managed simultaneous end-to-end coordination of multiple high-value residential interior design projects, overseeing budgets, suppliers, procurement and cross-team communication.

- Managed up to 4 concurrent residential projects with budgets of up to €500K each by maintaining full oversight of timelines, supplier relationships and procurement from approval through to final delivery.
- Protected project budgets and design integrity by acting as the communication bridge between the design team and suppliers, translating design changes into updated briefs and sourcing alternatives when stock or budget constraints arose.

Digital & Visual Designer, Freelance. *Madrid, Spain* | Sep 2023 – Dec 2024.

Delivered end-to-end visual and digital design solutions for multiple clients simultaneously, spanning brand identity, UI and web design.

- Strengthened client brand presence across digital and print touch-points by creating custom logos, illustrations, social media graphics and website layouts tailored to each client's goals.
- Maintained high client satisfaction across engagements by incorporating stakeholder feedback iteratively throughout the design process.

UX/UI Designer, Gomada. *Remote EU* | Aug 2022 – Jul 2023.

Led end-to-end product design for a B2B SaaS remote team engagement platform, owning the full design process from research and wireframing to high-fidelity UI and design systems.

- Improved trial-to-activation rate by 7.63% by redesigning the first-run experience and clarifying the product's three-pillar value narrative.
- Achieved an NPS of 8.5 by designing an intuitive activity scheduling system that reduced manager decision fatigue through guided recommendations.

- Built a scalable design system from scratch, reducing UI inconsistencies and accelerating design-to-dev handoff across onboarding, dashboard and activity flows, applying accessibility standards.
- Increased usability comprehension of core product flows by leading two rounds of unmoderated usability testing with target users and iterating on findings.

UX/UI Designer, Socialicity UK. *Remote EU* | Jul 2021 – Oct 2021.

Contributed to user-centred product design across a remote engagement, delivering designs from initial concept through to final stakeholder handoff.

- Delivered design solutions aligned with both user needs and business goals by working closely with stakeholders throughout the full design process from concept to completion.
- Maintained clear project visibility across client and internal teams by delivering structured design presentations at key milestones.

UX/UI Designer, Nerdgeschoss. *Berlin, Germany* | Jun 2020 – May 2021.

Designed user-centred interfaces for SaaS platforms, apps and websites in a hybrid Berlin agency environment, collaborating closely with product and development teams.

- Improved mobile usability and discovery for one of Europe's largest record marketplaces by leading a mobile-first redesign targeting the 68% of users accessing the site on mobile.
- Reduced post-purchase drop-off by designing personalised discovery features (Follow, Wantlist and Recommendations), creating return paths that encouraged repeat engagement.

Visual Designer, Freelance. *Remote EU* | Sep 2017 – May 2020.

Delivered brand identity, web and mobile design solutions for clients across multiple industries.

- Built strong and consistent brand presences for multiple clients by developing comprehensive visual identities including logos, colour palettes and style guides.
- Delivered seamless cross-device experiences by designing responsive websites and landing pages aligned with each client's brand identity.

UX/UI Design Teacher, Ironhack. *Berlin, Germany* | Oct 2018 – Dec 2019.

Taught and mentored students through UX/UI design principles and practice at one of Europe's leading design bootcamps, Berlin campus.

- Maintained a 98% graduation rate across 380 student projects by providing continuous structured mentorship and design feedback throughout the programme.
- Ensured uninterrupted curriculum delivery for the full cohort by stepping in as lead teacher when the primary instructor departed unexpectedly.
- Strengthened programme intake quality by conducting technical and personal admissions interviews to assess design aptitude and programme fit.

EDUCATION

UX/UI Design Certificate, Ironhack. *Madrid, Spain.*

Graphic & Digital Design Master's Degree, CICE. *Madrid, Spain.*

Interior Design Bachelor's Degree, IADE Escuela de Diseño. *Madrid, Spain.*

TECHNICAL TOOLS

Figma	Framer	Maze	Notion	Slack	Principle
FigJam	Miro	Zeplin	Jira	Adobe Suite	HTML+CSS