

marisol moncada rodriguez ux/ui designer | product designer | visual designer

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[linkedIn](#) | [web portfolio](#)



ABOUT ME

multidisciplinary product and ui/visual designer with 6+ years of experience creating scalable, accessible, and emotionally engaging digital products for international clients. Skilled in leading design systems, crafting interfaces across SaaS, editorial, and marketing platforms. fluent in **english, spanish** and **italian**, I have notions of **french**.

PROFESSIONAL EXPERIENCE

senior ux/ui and visual designer @ VML THE COCKTAIL (Spain) **july 2023 – ongoing**

- Designed responsive components and layouts for a global campaign, increasing mobile engagement by 22% across EMEA markets.
- Create responsive, high-fidelity prototypes and visual assets.
- Work cross-functionally with developers, strategists, and product owners to deliver impactful user-centered designs.

senior & middle ux/ui designer @ Soprasteria Group (Italy) **april 2019 – july 2023**

- Designed and maintained scalable design systems to streamline workflows across development and design teams.
- Delivered UI solutions for high-profile clients in the public and banking sectors across 4+ countries, adapting to multilingual and accessibility requirements (WCAG).
- Worked closely with product managers and developers in Agile environments to deliver pixel-perfect, functional interfaces.

graphic designer & illustrator @ freelance jobs (Spain & Italy) **january 2016 – ongoing)**

- Delivered branding, UI, and illustration for 20+ clients across tech, editorial, fashion, and education industries.
- Improved client conversion rates by up to 50% through data-driven landing page design and UX optimization.

editorial designer @ Bebung (Italy) **april 2018 – august 2018**

- Designed layouts and visual systems for editorial publications with 15,000+ copies in circulation.
- Streamlined production by 20% through creation of flexible design templates and typographic systems.

motion graphic designer @ EL PAÍS (Spain) **january 2017 – april 2017**

- Produced animated news content and explainer videos viewed by 1M+ users across digital channels.
- Improved visual content production time by 35% by developing reusable motion templates.

graphic, editorial and web designer @ ELEMENT&Co (Spain) **november 2016 – december 2016**

- Designed and updated website layouts, resulting in a 25% boost in traffic during the promotional period.
- Developed branded templates later adopted for presentations and proposals across the studio's client portfolio.

graphic and web designer @ Citylife (Spain) **january 2015 – june 2015**

- Designed visual materials for student events, contributing to a 40% increase in attendance during key campaigns.
- Produced branded social media assets targeting a student community of 10,000+ monthly users

EDUCATION AND CERTIFICATES

applied artificial intelligence in marketing & design (internal certificate) @ VML	january 2025
accessibility: how to design for alls (official certificate) @ IxDF - Interaction Design Foundation	july 2023
creative advertising (master's degree) @ NABA (Italy)	october 2017 – july 2018
editorial design: printed and digital media (master's degree) @ IED (Spain)	october 2016 – june 2017
graphic and multimedia design (bachelor's degree) @ ESNE (Spain)	2012 – 2016

HARD SKILLS

figma 4/5 | **sketch** 4/5 | **adobe XD** 4/5 | **framer** 3/5 | **webflow** 3/5 | **invision** 4/5 | **proto.io** 2/5 |
responsive design 5/5 | **design systems** 4/5 | **accessibility standards (WCAG)** 4/5 | **html/css** 3/5 |
adobe photoshop 4/5 | **adobe illustrator** 4/5 | **adobe indesign** 4/5 | **after effects** 3/5 | **premiere** 2/5 | **jira** 3/5 |
trello 3/5 | **notion** 3/5 | **zeplin** 3/5 | **asana** 3/5 | **slack** 3/5

SOFT SKILLS

user empathy | detail orientation | brand sensitivity | **creativity & conceptual thinking** | critical eye |
time management | **communication** | decision-making | **cross-functional collaboration** | flexibility