María Vicente

Product Designer · Senior UX/UI Designer

Turning complex products and processes into simple, intuitive digital experiences.

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ABOUT

Product Designer with 10+ years of experience in digital design and a strong UX/UI background. I design web and mobile products, turning complex processes into simple, intuitive experiences while balancing user needs, business goals and technical constraints.

EDUCATION

Interaction Design & User Experience (UX)
Universitat Oberta de Catalunya · UOC · 2021–2022

Fine Arts · Graphic Design
Universitat de Barcelona · UB

EXPERTISE

Product & UX
Product Strategy · Product Definition · Information Architecture · User Flows · Journey Mapping · Interaction Design · Wireframing · Prototyping · UX/UI · Responsive Design

Research & Analysis
UX Audits · Behavioural Analysis · Competitive Analysis · Benchmarking · Journey Analysis · Stakeholder Interviews · Requirements Analysis

Tools
Figma · FigJam · Sketch · Hotjar · Adobe Creative Suite

Technical
HTML · CSS

LANGUAGES

Catalan · Native
Spanish · Native
English · C1

EXPERIENCE

Product Designer · Senior UX/UI Designer

Freelance / Agency collaborations · 2014 — Present

Designing digital products and experiences for agencies, startups, private companies and public institutions across web and mobile.
I lead projects from product definition and UX analysis to information architecture, user flows, prototyping and interface design, contributing to product strategy and feature definition while collaborating closely with stakeholders and development teams.

Selected projects

UniverX

Audax · Energy Management App
Product redesign · Mobile · Energy

Redesigned complex user journeys for an app integrating household energy consumption, solar production and EV charging, contributing to a simpler experience and its evolution with new e-commerce capabilities.

LA MEVA ENERGIA

La Meva Energia · Generalitat de Catalunya
Inclusive design · Mobile · Energy

Designed an accessible energy experience for users with different levels of digital literacy, focusing on clarity, simplicity and ease of use.

hechocado.com

HeChocado · Digital Accident Reporting
Product design · Web app · Mobility

Designed a web app from the ground up, transforming a complex insurance process into a clear, step-by-step experience.

Digital Designer

La Redoute · International E-commerce · 2021 — Oct 2026

Worked within an international e-commerce environment, designing web experiences, landing pages and digital assets for acquisition and commercial campaigns.

UX Lecturer

EAE Business School · IGEMA · Apr 2026 — Present

Teaching User Experience and UX applied to e-commerce, combining UX principles and methodologies with practical digital product challenges.