



Product Designer with 4+ years of experience in digital products and a prior 4 years background in Interiorism. I design diving deep into user behaviour and business context to craft meaningful, scalable solutions. My work blends strategy, research and design to build digital products that not only stand out but genuinely improve people's lives with technology.

Experience



2023 – Present

Movistar Prosegur Alarmas Senior Product Designer

- Lead end to end product discovery, from product strategy to user research, testing and Go live the App to market.
- Translate insights and performance data into product improvements and growth opportunities.
- Orchestrating and leading design team and being partner with POs and engineers to define roadmaps, user journeys, delivery and success metrics.



Jan – Dec 2023

Selectra MID Product Designer

- Delivered full cycle design for energy and telco platforms, from discovery to validation. Designed MVPs based on data analysis, user feedback, and business KPIs.
- Collaborated cross functionally with PMs, developers, and stakeholders to ensure design quality and scalability.
- Measured product performance post launch to guide iteration.

North

Apr 2022 – Jan 2023

North Studio Product Designer

- Designed next generation SEAT and CUPRA infotainment systems, shipped in vehicles worldwide.
- Developed scalable design foundations and guidelines for multi device ecosystems. Mentored junior designers and collaborated with engineering for feature delivery.



Feb – May 2022

Hogarth Worldwide UX/UI Designer

- Partnered with product and marketing teams to optimize user flows and conversions.
- Delivered cross market design solutions aligned with brand and technical constraints.

PROYECTO SINGULAR

2019 – 2022

Proyecto Singular MID Interior Architect

- Led design projects in hospitality. Collaborated with multidisciplinary teams from concept to execution, refining problem solving and project management skills.

Education

2022

Bootcamp Motion Graphics

Post-production (VFX), Motion Graphics, Audiovisual Communication

2021

Bootcamp UX/UI

CEI School, Madrid.

2014 – 2018

Interior Architecture

ETSAM, Polytechnic University of Madrid.

Core skills

Product Discovery · UX Research · Data-informed Design · Design Systems · Wireframing · Interaction Design · Usability Testing · Accessibility · Product Strategy · A/B Testing · Prototyping

Awards & Recognitions

Honors Degree for the Best Final Degree Project in Interior Architecture , ETSAM (UPM – 2018)

Microsoft + Movistar Prosegur Alarms Hackathon: development of an AI-powered Support Agent for web and mobile App (2025)

Tools

Figma · Cursor · Jira · Notion · UXCam · Lookback · Firebase · Analytics · Office Suite · HTML + CSS (basics) · AutoCAD · Indesign

Languages

Spanish (Native) · English (Advanced)

Discover more

www.mlaina.com →

[Linkedin](#) →