



# Marta Colmenero

UX/UI • Design Systems • Brand

 [My Portfolio](#)

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 [Linkedin Profile](#)

## Tools

Figma Claude

Figjam ChatGPT

Illustrator Jira

Photoshop Miro

Indesign Notion

## Skills

UX/UI Design

Design Systems

Wireframing & Prototyping

Responsive Design

Visual Design

Brand systems & Identity

Illustration

Art Direction

## Education

### AI Design Bootcamp

Memorisely (Apr-May2026)

### Design Systems Bootcamp

Memorisely (May-June 2023)

### Web Design and Development

CertHE, Art School, Granada

### Illustration

CertHE, Art School J. Nogué, Jaén

### Graphic Design

VET, Design Institute, Jaén

### Graphic Product Assistance

VET, Art School J. Nogué, Jaén

## Soft Skills

High adaptability

Strong Communication

Collaboration & teamwork

Attention to detail

Creative thinking

Multidisciplinary approach

Curiosity and exploration

## Interests



Nature



Art



Dancing



Psychology



Travelling



Foodie

## About

Product Designer with +10 years experience at the intersection of UX/UI, design systems, and creative direction. I bridge the gap between product strategy and visual storytelling to build scalable, intuitive digital experiences that strengthen brand identity.

With experience across product teams, startups and agencies.

## Work Experience

### ClickOut Media / Product Designer

Remote (Jun 2023 - Mar 2026)

Design, iterate and improve a portfolio of digital platforms within the affiliate marketing and online product ecosystem with millions of users internationally.

- Led the creation and implementation of scalable design systems, defining UI patterns, tokens and component libraries across multiple products.
- Helped establishing design processes and documentation, while leveraging AI tools to streamline design workflows and automate asset generation, aimed to improve cross-team collaboration, consistency and delivery speed.
- Designed UX/UI solutions and product interfaces for several web platforms, improving usability and consistency across products used by million of users.
- Collaborated with product and engineering teams to translate business goals and user needs into effective product solutions.
- Contributed to the visual and brand direction of new products, defining design guidelines and assets for different channels.

### Freelance Designer / UX/UI, Visual, Brand / Part-time

Remote (Mar 2023 - Present)

Deliver creative and product design solutions for clients and personal ventures across digital products and brand experiences.

- Leading a variety of creative projects spanning UX/UI design, branding, illustration, and digital campaigns.
- Developed brand identities, visual systems and digital assets aligned with product and marketing strategies.
- Worked directly with clients to translate business goals into effective and scalable design solutions.

### Airalo / Product Designer

Remote (Nov 2022 - Mar 2023)

Worked with the product director, principal product designer and engineering teams on a B2B and B2B2C SaaS platform.

- Translated user research and partnership requirements into intuitive wireframes, prototypes, and scalable interface components.
- Collaborated with cross-functional teams to drive UX/UI improvements and deliver cohesive product experiences.

### Pickatale / Senior Product Designer

Remote (Feb 2022 - Oct 2022)

Worked with product and engineering teams to improve the Pickatale digital reading platform for children across mobile and web.

- Led the visual aspect of our brand and product, taking ownership of all decision making and creating guidelines for the whole product cycle, brand collateral and assets for all different platforms.
- Collaborated in user research, user interviews, user story maps and slicing sessions, taking results and insights into the design of concepts, wireframes, prototypes and final products.
- Work on different products, such as the Pickatale app (iOS, Android), Pickatale's website and Pickatale's internal content creation and edition software tool.

### Greenlight Digital / Lead Designer, UX/UI, Digital Design

London, UK (Sept 2017 - Feb 2022)

Led design projects across websites, digital products and marketing campaigns for international clients.

- Bringing ideas from concept to final deliverables on a wide range of creative projects, websites, and microsites, including the company's own channels and marketing strategies.
- Design and creation of brand & identity, visual language, user interfaces, components, iconography and a wide range of visual assets including social media and advertising.
- Work closely with product owners, UX/CRO consultants, marketing teams, copywriters, SEO specialists and development team to conduct tests and drive improvements and best results.
- Leading the design team, alongside with the creative director, scheduling and overseeing project completion, while mentoring other designers.
- Participated in discovery workshops, research and product concept development, while supporting in brainstorming, pitches and client presentations.

Clients included: Primark, Dixons Carphone, Pfizer, Samsung and New Balance.

### Verve Search / UI & Digital Designer

London, UK (Feb 2016 - Sept 2017)

Designed UI and visual assets for digital campaigns and web experiences.

- Design and creation of wireframes, user interfaces, visual design and illustrations, for multiple creative campaigns.
- Worked closely with the creative director, developers and researchers, to conduct and drive the user experience and interface of many digital projects.

Clients included: Expedia, Gocompare, Sage, British Gas, Unibet and Orbitz.