

Paula Bernal Carro

Senior Product Designer

Spain

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Summary / Objective

Senior Product Designer blending creative vision with solid product thinking. Over the past few years, I have designed and led digital products end-to-end – from discovery to delivery – combining UX strategy, research, and strong visual craft. I move fast, but never at the expense of quality. Passionate about creating scalable design systems and meaningful user experiences in cross-functional environments.

Skills & Tools

UX & Research

Design thinking · UX Research · User Interviews · Journey Mapping · Information Architecture · Usability Testing · A/B Testing · Accessibility

Product & UI Design

End-to-End Product Design · Wireframing · Prototyping · Interaction Design · Visual Design · Accessibility (WCAG) · Mobile-First Design · Vibe coding

Design Systems & Tools

Design Systems · Figma Libraries · Design Tokens · Component Libraries · FigJam · Miro · Confluence

Process & Collaboration

UX Strategy · KPI-Driven Design · Stakeholder Management · Cross-Functional Collaboration · Agile (Scrum/Kanban) · Design Thinking · Team Management

Languages

Spanish - Native C2 · English - Advanced C1 · German - Intermediate B1

Education

Master degree in UX/UI · NEOLAND School, Barcelona (2019)

Master in Art & Culture Management · University of Murcia (2012)

Master in Illustration · Coco School, Alicante (2012)

Master in Photography & Lighting · Coco School, Alicante (2010)

Bachelor in Publicity & Public Relations · University of Alicante (2013)

Bachelor in Audiovisual Communication · University of Salamanca (2009)

Bachelor in Fine Arts · University of Salamanca (2007)

Lead Product Designer · Europcar Mobility Group

Apr 2022 – Jul 2025

- Led end-to-end design for customer-facing and internal products, from discovery to delivery.
- Defined UX strategy and built a scalable design system adopted across 5+ business units.
- Conducted user research, usability testing and A/B testing to inform KPI-driven decisions.
- Collaborated with cross-functional teams, in agile, and aligned stakeholders through workshops.
- Mentored junior designers and promoted UX best practices across the organization.

Product Designer · Zataca Systems

Dec 2021 – Jun 2022

- Designed end-to-end product flows for mobile and web apps, from research to high-fidelity prototyping.
- Delivered responsive, mobile-first interfaces improving usability and clarity.
- Presented UX solutions to clients and aligned outcomes with biz. objectives and technical constraints.

UX/UI Designer · Inmovilla

Oct 2020 – Nov 2021

- Redesigned the CRM architecture and improved core flows, reducing task completion time.
- Conducted interviews, evaluations and testing to validate product improvements.
- Delivered wireframes, prototypes and UI specs, supporting developers in agile sprints.

Freelance UX/UI Designer

Sep 2019 – Oct 2020

- Designed and prototyped digital products and landing pages for clients across multiple industries.
- Improved conversion and clarity using research insights, competitive analysis and responsive design.

Head of Design · The Weekender

Sep 2019 – Oct 2020

- Led visual identity and digital design across campaigns, website and communication assets.
- Improved brand consistency and user engagement through unified design direction.

Design Lead · Stoller Europe

Nov 2016 – Oct 2017

- Managed the design team delivering digital and print assets aligned with global brand strategy.
- Improved workflows by standardizing templates and visual guidelines.

Creative Director · Burst&Co

Nov 2015 – Sept 2016

- Directed branding and digital campaigns for clients, overseeing multidisciplinary creative teams.