

# ↘ Mar Delgado

PRODUCT DESIGNER

## EXPERIENCE

### PRODUCT DESIGNER & GRAPHIC DESIGNER AT FEMLIVES / Freelancer

March 2025 - Present

- ↘ Designing and implementing a Design System in a low-code tool.
- ↘ Editing and animating video content for the platform.
- ↘ Adapting the Design System for social media (Instagram, LinkedIn).

March 2024 - Aug 2024

- ↘ Conducted research for the design of a digital healthcare interface for women.
- ↘ Designed wireframes to mid-fidelity screens in a two-week sprint.
- ↘ Collaborated with developers for smooth handoff and execution.
- ↘ Led the creation of a prototype for a scholarship pitch, winning the BSS final.

### UX/UI COACH AT SPICED ACADEMY / Full-time

Aug 2024 - Present

- ↘ Coached and led +5 Cohorts on ux/ui projects, fostering skill development.
- ↘ Planned and facilitated workshops on Design Thinking, project workflows, and design tools.
- ↘ Led product iterations to enhance USP by integrating user feedback and business needs.

### UX/UI AND BRANDING AT PRODUCTLAB / Freelancer

April 2024

- ↘ Created wireframes and initial proposals in Figma, using Miro for feedback.
- ↘ Developed a design system and applied it to a website with a focus on responsive design.

### UX/UI AND BRANDING AT BERLIN PRODUCT MANAGERS / Freelancer

Dec 2023 - May 2024

- ↘ Led the creation of their design system and brand and later applied it to all their platforms.
- ↘ Designed a landing page for stakeholders on Substack.
- ↘ Collaborated with a team of Product Managers to organize monthly meetups.

## EDUCATION

UX/UI COURSE

MA IN ART DIRECTION WITH FOCUS  
ON DIGITAL GRAPHIC DESIGN

DOUBLE DEGREE IN MARKETING, SALES  
MANAGEMENT AND ADVERTISING

ENGLISH C1, SPANISH NATIVE, FRENCH A2

## HARD SKILLS

FIGMA, ADOBE SUITE, BASIC CCS & HTML

WIX, FRAMER, WEBFLOW, SEMPLICE

CHATGPT, PERPLEXITY, FIGMA AI,  
MIDJOURNEY, PLAYGROUND, KREA

NOTION, CODA, SLACK, MIRO

## ABOUT

Product Designer with a background in marketing, art direction, and digital design, combining visual storytelling with a passion for innovation. Organizer of Service Design Jam Berlin.

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