Maria I. Oleaga — UX/UI Designer | Product Designer

Info: mariaisabeloleaga@gmail.com · +34 661 04 87 31 · Madrid, Spain (open to relocation if needed)
Portfolio: https://www.mariaioleaga.com/

WORK EXPERIENCE

Freelance Designer — *Remote (November 2025 - Present)*

- Worked for a **US-based fintech startup as a Product designer for their mobile app.** Contributing to **feature concepting, UX strategy, and the creation and development of a scalable component library** ensuring consistency and **accessibility** across the product.
- **Designed social media and digital assets for local businesses**, strengthening brand identity and increasing audience engagement**.** Additionally, **providing illustration commissions** as well when needed.

Associate Experience Designer / VML — *Atlanta, Georgia, USA (November 2023 - August 2025)*

- **Designed wireframes and mockups for mobile, desktop and app experiences. Created prototypes, design systems and creative assets** as required. Notable clients include **Coca Cola, Marvel, BASF, First Horizon Bank and TAMU.**
- **Led UX/UI and visual design for Coca-Cola Freestyle's B2C in-machine experience,** including custom illustrated stickers and responsive screen layouts across multiple device models, **deployed nationwide across the US.**
- **Illustrated storyboards and contributed to ideation for an AR mobile experience** featuring Marvel characters, part of a Coca-Cola x Marvel campaign that **launched in 50 countries and generated 1.95 billion global impressions.**

Experience Design Intern / VML — *Atlanta, Georgia, USA (June 2023 - November 2023)*

- **Developed wireframes and prototypes for mobile and desktop experiences**, encompassing new integrations and redesign projects.
- **Conducted heuristic evaluations, adapted desktop mockups to mobile, and created decks for client-facing work. Supported feature ideation in workshops and brainstorming sessions**, contributing to design strategy.
- Participated in the Internship Project Competition, conducting research, creating mockups, and contributing to ideation. Presented our innovative ideas to the client, Coca-Cola as part of the **winning team.**

SELECTED PROJECTS

UX/UI Lead / Savannah College of Art and Design — *Savannah, Georgia, USA (September - November 2021)*

- **Overview:** *O.sah* was a group project for the Commercial Practices Industrial Design course, consisting of a pregnancy care kit and app for low-resource settings, from research to final prototype.
- **Contributions**: Collaborated on research and 14 expert interviews to define problem areas; led the UX/UI, branding, and visual identity design for the app and product.
- **Awards:** Finalist – IDEA 2022 | Winner – European Product Design Awards 2022 | Student Notable – Core77 Design Awards 2022 | Gold – IDA 2022

EDUCATION

Savannah College of Art and Design (SCAD) — *BFA in Industrial Design, Minor in UX Design*
Savannah, Georgia, USA / September 2018 - June 2022

SKILLS & SOFTWARE

- **UX/UI Design, User Flows, Wireframing, Prototyping, Information Architecture, Design Systems, Sketching and Ideation, Illustration, Visual Design,** User Research, Usability Testing, Cross-functional collaboration.
- **Figma, Adobe Photoshop, Adobe Illustrator,** Miro, Notion, Adobe XD, Adobe Lightroom, Adobe Indesign, Adobe After Effects, ChatGPT, Claude, Spline, Rhino3D, Solidworks, Keyshot, Microsoft Office Suite.

LANGUAGES

Spanish: Native language **/ English:** Fluent (C2 Level) **/ French:** Basic (A2 Level)