Marta Beltran | Product Designer

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LinkedIn

Results-driven UX/UI Designer with a background in project management and exhibition coordination, experienced in transforming complex workflows into intuitive, user-centred digital solutions. Career goal: to create accessible, engaging designs that streamline processes, improve user satisfaction, and deliver measurable business impact.

Experience

Cliqo | Junior Product Designer
Freelance l July – Present

- Designed and delivered the end-to-end UI/UX for a financial requisition and approval IRP extension integrated with Microsoft Dynamics 365 Business Central.
- Led user research and usability testing, improving workflow clarity and reducing approval steps by 30%.
- Partnered with developers and IT consultants to launch a beta release for a major enterprise client, ensuring seamless implementation and scalability.

Docklands Taekwon-Do School | Junior UX UI Designer
Freelance l February – April 2025

- Redesigned site architecture and navigation, reducing user drop-off by 25% and boosting task success rate by 35%.
- Conducted user interviews and heuristic analysis to identify usability issues and streamline task flows.
- Developed a cohesive design system aligned with brand identity and accessibility standards, ensuring a consistent and inclusive experience.

The Kernel | Junior UX UI Designer
Self- Initiated Project l January – March 2025

- Conducted user research and usability testing to identify and resolve key pain points in the basket and checkout flow, improving task efficiency.
- Redesigned the end-to-end shopping journey for mobile and desktop, enhancing clarity, ease of use, and ensuring cross-platform consistency.
- Built responsive wireframes and interactive prototypes in Figma; iterated designs based on user feedback, reducing friction and boosting checkout completion rates.

Picture House | Junior UX UI Designer
Self- Initiated Project l December 2024 - January 2025

- Created a fully responsive user interface balancing visual appeal with WCAG-compliant accessibility, improving usability across devices.
- Optimised the booking flow, reducing cognitive load and minimising steps, resulting in a faster, more intuitive ticket purchase process.
- Boosted overall user experience and accessibility, ensuring the platform met diverse audience needs while driving higher conversion efficiency.

Education

Birkbeck University, London

Master in Museum Cultures with Curating

Valencia University, Spain

Bachelor in Art History

Certificate

User Research And Testing For UX Writing

2025

Udemy

Figma UI UX Design Essentials

2024

Udemy

Skills & Languages

Design Tools

Figma · Sketch · Miro· Slack · Notion · Framer · Google Analytics · Wix · Survey Monkey · InVision

Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Prototyping · Design systems · Information Architecture · Project Management · Stakeholder Management   · Presentation Accessibility Testing

Languages

English · Spanish · Catalan · Italian