

Inmaculada Soler Ramos · Digital & Product Designer

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Digital product designer (UX/UI) with a foundation in branding, communications, and technology. I build coherent, scalable, results-driven products and brand systems by unifying strategic product vision with hands-on design execution and development experimentation. Currently focused on bridging design and AI-assisted development through LLMs, MCPs, and agents. I have worked with product, marketing, and engineering teams, translating complexity into flows, interfaces, and communications that deliver real business value.

Portfolio: <https://design.inmasoler.es/>

Recommendation letter: <https://inmasoler.es/carta-recomendacion>

EXPERIENCIA PROFESIONAL

Sciling

Product & Brand Designer · Brand Communications Specialist

València, Spain | Remote

March 2023–November 2025

- **Designed the UX/UI and Design System for Jotty (a generative AI SaaS)** in Figma, maintaining and implementing the component library in Tailwind CSS — a system later reused across other products in the portfolio. **Collaborated with the PM and engineering teams** in agile sprints, real-user validation sessions, and DS handoffs.
- Designed and delivered AI training workshops for 40+ senior executives using Design Thinking methodologies; co-authored the report *Generative AI Trends in Hospitality (2025)* in partnership with Clúster AMBIT and CETT.
- Led brand strategy, content, and communications to position the company and articulate AI's impact across on- and offline channels: press kits, a branded podcast, case studies, LinkedIn ABM/funnel campaigns, and the corporate website and landing pages.
- Produced marketing materials and event assets (flyers, trifold, booth graphics, digital content) for trade shows such as DES, Valencia Digital Summit, and Collaborate, supporting lead generation and brand visibility.

Valencia Product Beers

Designer & Brand Manager

València, Spain | Remote

April 2023–August 2024

- **Built the community's visual identity and brand system**, producing all assets (posters, banners, social posts) for 15+ events with an average attendance of 80 professionals from Valencia's tech ecosystem.
- **Led visual communications and collaborated on event organisation**, helping establish the community as a go-to reference in the digital product space.

Look4Me | Wilby (Freelance)

Brand, Digital Product & Visual Communications Designer

València, Spain | En remoto

May 2023–Mar. 2024 | Jan. – Apr. 2023

- Developed the **UI and Design System** for the Look4Me product (built on **NativeBase**), with a focus on accessibility, mobile usability, and close collaboration with the frontend team.
- **Prototyped and built websites in WordPress/Elementor**, improving UX and enabling self-managed content updates by non-technical stakeholders.

- **Managed communications projects end to end** for cultural, seasonal, and SMB campaigns across multiple industries.

Reveive
Design Internship

València, Spain | En remoto
April - July 2021

- **Designed interfaces and prototypes in Figma** for beauty tech solutions, ensuring visual consistency across devices and international markets — including clients such as Living Proof and Shiseido. Contributed to building a **scalable Design System** adopted by the product team.
- Created **graphic assets and templates for marketing**, streamlining internal production workflows.

OTHER PROFESSIONAL EXPERIENCE

Freelance Designer & Educator

2018-2024

- Delivered branding, communications, and digital product projects in collaboration with design studios and advertising agencies.
- Designed web and app interfaces for brands across diverse sectors, applying usability and accessibility best practices throughout.
- Taught workshops and classes in arts and cultural education settings (IES Lluís Vives; IX Life Histories in Education Symposium, Universitat de València), fostering visual creativity and graphic expression through active methodologies grounded in visual thinking.

EDUCATION

IES SERPIS

Vocational Training in Web Application Development

València, Spain
Sept 2023-Currently

UNIVERSITAT DE VALÈNCIA

Master's Degree in Secondary Education Teaching – Visual Arts & Drawing

València, Spain
Oct 2021 - Jun 2022

UNIVERSITAT POLITÈCNICA DE VALÈNCIA

Master's Degree in Design & Illustration

València, Spain
Sept 2019 - Jun 2021

Bachelor of Fine Arts

Sept 2015 - Jun 2019

COURSES & ADDITIONAL TRAINING

Design Systems PRO · Shift+R – Raúl Marín (from April 2026)

Estrategia de marca · Brandemia (2026)

Design Systems · UXER School (2025)

Elements of AI: Introduction to AI · University of Helsinki (2025)

Scrum Master · Scrum Manager (2025)

Comunicación de impacto · CEEI Valencia (2025)

Copywriting · Cálamo & Cran (2024)

Aceleradora de talento digital para mujeres · Escuela de Organización Industrial (2023)

Visual Design | UI design patterns for successful software | Gestalt psychology and Web Design | The

Ultimate Guide to Visual Perception and Design | Human-Computer Interaction – HCI · Interaction

Design Foundation (2021 – 2022)

HARD SKILLS

Digital & Product Design: UI/UX Design · Design Systems · Visual Design · Prototyping · Accesibilidad · Responsive Design · Components & Patterns | **Branding & Communication:** Branding · Visual Identity · Copywriting · Content Design & Strategy · Storytelling · Marketing & Communication · AI Communication | **AI:** Claude Code, code agents, MCP servers, n8n, Directus, Lovable, Cursor, VSCode | **Tecnologías:** HTML, CSS, Tailwind CSS | **Tools:** Figma · Adobe Creative Suite · WordPress | **Methodologies:** Agile (Scrum) · Design Thinking

SOFT SKILLS

Strategic thinking · Cross-functional collaboration · Clear communication · Empathy & active listening · Problem-solving · Adaptability · Curiosity & research mindset · Business-results orientation · Attention to detail

PUBLICATIONS & TALKS

Report: Generative AI Trends in Hospitality (2025)

As part of the Sciling team, co-author and coordinator of the report produced in partnership with **AMBIT Living Spaces Cluster** and **CETT**, presented at **Interihotel Barcelona 2025**.

Speaker — AI Interiors Forum & MatchPoint Xperience Lab · Interihotel / Interi-off Barcelona 2025

Participated in the launch presentation of the Generative AI Trends in Hospitality report alongside co-authors; presented Sciling-developed use cases and delivered the talk “**From Models to Agents: the New Operational Layer of Hospitality.**”

LANGUAGES

Spanish (Native) | Valencian/Catalan (Native) | English (B2) | German (C1)