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Martina Solés Caldés

Senior Brand & Product Designer

Professional experience

Guestline

2023-

Senior Product Designer

- Lead of the UX/UI design of guest-facing products (Kiosk, Direct Booking Manager, and Self-Service Portal) as well as the EPoS manager system
- Redesigned Kiosk and DBM, ensuring a consistent guest experience, and created the Guest Design System to unify brand and product design
- Driving continuous research and iteration using Hotjar and Maze, validating designs and optimising products over time

Spoke

2022-2023

Senior Product Designer

- In charge of UX research and analysis of user and usability testings
- Production of high fidelity prototypes

BeInCrypto

2021-2022

Design Lead

- Defined the creative direction for a full rebrand: competitor analysis, new personas and A/B testing of brand routes
- Built and led a multidisciplinary design team and introduced UX research practices to guide product and content

Solera Holdings

2021

Product Designer

- Worked on UX research and UI iterations for AI Guided Image Capture tools, improving clarity and reducing friction for non-expert users

The Retail Performance Company

2019-2021

Design Consultant

- Conducted UX audits, defined user flows and interaction patterns for BMW Group projects
- Brand identity strategy and design for multiple brands

Eyesberg Studio

2018

Interaction Designer

Production of 3D printed Arduino-based controllers for interactive installations

XXL Comunicación

2015-2016

Visual Designer

Responsible of the design for online media creativities and newsletters

The Phone co-op

2014

Visual Designer

Designed print and online creativities for the marketing and sales departments such as banners, flyers and infographics

Education

2025

Trends & Creative Strategy

Shifta by Elisava, School of Design & Engineering

2017-2018

M.A in Advanced Interaction

Institute for Advanced Architecture of Catalonia

2013-2017

B.A in Graphic Design & Visual Communication

BAU, Design College of Barcelona

Exhibitions

2019

- 'The End of Emotional Privacy', Mobile week (Mobile World Congress)

2018

- 'The End of Emotional Privacy', Global Grad Show (Dubai Design Week)

Talks

2022

- 'Being a web3 designer', UX Friends Podcast
- 'UX for the Web3, Metaverse, XR and everything nice', Mento Design Academy

2021

- 'Feeling in Virtual Reality with haptics', Flipa Summit