

# Maria Garcia Tena

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I am María, a UX/UI product designer with 10 years of experience, working in agencies and in-house design teams. I specialise in branding and design systems, always aiming to combine creativity, functionality, and accessibility in every project.

## CORE SKILLS

- **User Research.** Usability testing, user interviews and surveys. Low-fidelity wireframe and High-fidelity prototype creation. Organising navigation and page hierarchy.
- **Visual and UI Design.** Intuitive and usable UI. Consistent components, Atomic design and Design tokens for Design systems. Responsive design.
- **Accessibility.** Inclusive design following WCAG 2.2 guidelines.
- **Brand Design and Documentation.**
- **Agile methodology and Team collaboration.**
- **Tools and Software.** Figma, Maze and UserZoon, Adobe Creative Suite, Asana, Github, Trello.

## WORK EXPERIENCE

### UX/UI Designer at VisitScotland . Apr 2018 - Jan 2025 in Edinburgh, UK

- Developed and maintained the UI component library and design system, following the Atomic design structure with Figma, to ensure consistency across VisitScotland's digital products and sub-brands. It improved communication between teams resulting in faster outcomes. There was an increase in user conversion rates and results after rebrand showed users would recommend using VisitScotland.com to a friend.

Portfolio Examples:

[Design Audit and Design System Implementation](#)

[Homepage Redesign and Optimisation](#)

- Led the creation of visual designs grounded in storytelling for advertising and branding projects, delivering impactful and cohesive narratives across media. I'm proficient in Adobe Creative Suite and Figma, with a strong understanding of typography, color theory, and layout design. I complement these skills with motion design and AI content creation knowledge.

Portfolio Examples:

[Visual Identity and Brand Development for an international networking event](#)

[Visual Identity and Brand Development for a marketing campaign to promote Scotland](#)

- Additionally supported the growth of junior team members by mentoring recent graduates, helping them build the skills and confidence to take on more complex responsibilities. Encouraged open, collaborative team practices by promoting Agile ceremonies and using platforms like Asana to keep communication clear, transparent, and organised.

## WORK EXPERIENCE

### **UI Designer at DSA Practice** . Oct 2017 - Apr 2018 in Edinburgh, UK

Designed the user interface for a web-based training platform for Amazon Web Services, along with supporting materials such as presentations and user guides.

### **Design Intern at Dentsu Creative Edinburgh** . Jul - Aug 2017 in Edinburgh, UK

Developed concepts for a variety of projects, including social media ad campaigns, branding, and editorial design. Brand guidelines design and documentation.

### **Junior Designer at Lang Athol** . Dec 2016 - Jul 2017 in Edinburgh, UK

Created brand identities, delivering complete visual design packages and developing websites using WordPress.

### **Freelance Brand and Visual Designer** . 2014 - Present based in Spain

Worked across branding, visual identity, and web design. Created web-optimized content, edited videos, and contributed to editorial design and custom illustrations.

## EDUCATION

### **Conduct UX Research and Test Early Concepts**

Coursera Google . Expected completion in January 2026

### **Usability Testing with UserZoom**

Work Shadowing the UX Specialist team . 2022

### **Aspiring Managers Training Course**

Elite Training & Consultancy . 2021

### **Illustration & Design Workshop**

with Isidro Ferrer and Zeloot Van Dam . 2014

### **HNC in Web Design and Development**

SEPE Professional Certificate . 2014

### **HND in Graphic Design and Advertising**

Escuela de Arte de Huesca . 2011 - 2014