



Debora Moratalla Martín

Senior Product Designer | Design Systems & AI

Senior Product Designer focused on scalable products, design systems, and AI-assisted workflows.

I create clear, consistent experiences through systems thinking, reusable patterns, and collaboration with engineering teams..

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Education

Design Token Course

Brad Frost Academy

Bootcamp in UX/UI Design

IMMUNE Institute

Ba in Interior Design

IADE School of Design (2010 - 2013)

Ba in Human Resources

Universidad Rey Juan Carlos (2006 - 2009)

Skills

Core Expertise

- Complex B2B Products
- AI-First Product Design
- Systems thinking
- Design systems
- Information architecture
- Product strategy
- UX research & validation
- Design-to-code

Leadership

- Stakeholder Management
- Product & Engineering Alignment
- Problem Framing
- Decision Making
- Leading Through Ambiguity

Languages

Spanish

Native Language

English

C1 - Professional

German

B2- Zertifikat Deutsch

Tools

Design & Systems

- 🎨 Figma
- 🔗 Tokens Studio
- 📖 Storybook

Development & AI

- 🔥 Claude
- 🐿 Cursor
- 🌐 Github
- 🔗 VS Code

Product & Testing

- 📊 Maze
- 📈 Analytics

Experience

Senior Product Designer

Board International

Oct 2024 - Present

- Defined **scalable interaction patterns and information architecture** across enterprise planning and operational products.
- Led design initiatives in **data-intensive environments**, balancing usability, consistency, and business needs.
- Collaborated closely with **product and engineering teams** to align design decisions and implementation.
- Contributed to **AI-driven initiatives** focused on improving workflow efficiency and product scalability.

Lead Product Designer

Independent Product Design Consultant

2021 - 2024

- Created **design systems from the ground up**, establishing scalable foundations and reusable interaction patterns.
- Defined **component libraries**, design standards, and UX patterns in collaboration with engineering teams.
- Led **end-to-end product initiatives** across SaaS and digital platforms, from discovery to implementation.
- Leveraged **AI-assisted workflows** to accelerate exploration, prototyping, documentation, and design processes.
- Facilitated alignment across **product, business, and technology stakeholders**.

Senior Product Designer

Leroy Merlin

2022 - 2023

- Contributed to the **evolution and adoption of the design system**, improving consistency and usability.
- Designed and optimized **ecommerce experiences** across complex customer journeys.
- Leveraged **experimentation, analytics, and user research** to inform product decisions.
- Collaborated with **cross-functional teams** to deliver scalable and consistent user experiences.

Senior Visual Designer

Netflix

2019 - 2021

- Led visual design initiatives across **large-scale entertainment experiences**.
- Contributed to **scalable visual systems** and shared design foundations for content-driven platforms.
- Collaborated with **product, engineering, and multidisciplinary teams** to refine experiences through research and iterative design.

Digital Transformation Consultant

BICG

2018 - 2019

- Supported **digital transformation initiatives** in complex organizational environments
- Facilitated **workshops to understand workflows, operational challenges, and user pain points**
- Helped translate business and operational constraints into structured, user-centered solutions

Art Director

Freelance

2014 - 2018

- Delivered **digital design and creative direction** across freelance projects
- Developed **visual identities, websites, and digital assets**
- Delivered **projects end-to-end** from concept to execution