

Sofía Martínez Granada

Senior Product Designer (UX/UI) | Design Systems & Accessibility Specialist

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| Product Designer | UX/UI Designer | UX Research | Accessibility | Product Strategy | IA | Design System |

Professional profile

Senior Product Designer with over 5 years of experience leading the transformation and creation of digital products (End-to-End). Specialized in translating business strategies into scalable solutions, with advanced command of UX Research, Design Systems, Accessibility (WCAG 2.2), and the strategic integration of AI to optimize the product lifecycle efficiency. Distinguished by fluent technical communication with engineering teams and stakeholders, ensuring alignment between design, business, and development.

Education

Universitat de Barcelona

Official Master's in Digital Content Management - 2025

MA. focused on the complete digital product lifecycle. Developed advanced competencies in User Experience (UX) and Project Management, complemented by a solid background in content strategy, SEO, e-commerce, and digital marketing.

Universidad Nacional de Colombia

Plastic & Visual Arts - 2022

BA. focused on the development of critical thinking and conceptual investigation. Provides a solid theoretical foundation for context analysis and the conceptualization of visual solutions grounded in contemporary practice.

Universidad Nacional de Colombia

Graphic Designer - 2021

Graphic Design BA focused on research, analysis, and the creation of visual solutions for digital products, integrating usability and aesthetic principles to respond to industry needs.

Languages

English- C1 (Advanced)

Spanish - Native.

Professional experience

SENIOR PRODUCT DESIGNER | Sofka Technologies Sept 2024 – Present

Client: Banco Santander (Uruguay) | Corporate Banking Transformation

- **UX Research & Strategy:** Managed client needs and aligned the design vision with development for a critical migration.
- **Design Systems:** Led the evolution and governance of the Design System, managing technical documentation in Confluence and component integration in Storybook, ensuring agile implementation in Azure DevOps and cross-platform visual consistency.
- **Impact:** Achieved 100% functional parity and the successful migration of 100% of companies to the new digital environment (approx. the entire client portfolio)
- **Roadmap:** Designed 66% and implemented 33% of new innovation features

Client: Banco Pichincha (Colombia) | Design Ops

- **Optimization:** Defined the UX/UI implementation strategy and standardized processes, generating an estimated 20% reduction in design time.
- **Management:** Ensured deliverable quality by creating clear guidelines and through direct collaboration with multidisciplinary teams.

PRODUCT DESIGNER | Citrix Digital May 2024 – Sept 2024 (5 months)

- **Business Strategy:** Redesigned the business model and value proposition based on UX research.
- **Results:** Increased web user participation by 30% through optimized interfaces and content strategy (UX Writing)
- **Branding:** Led the redefinition of brand identity aligned with market demands

PRODUCT DESIGNER | Octans Digital Services Feb 2022 – Feb 2024 (2 years)

- **Efficiency:** Simplified complex flows, reducing credit pre-approval time by 79% and decreasing support calls by 40%.

- **Product:** Designed the 100% digital experience for Mission S.A.S., managing the process from application to disbursement.
- **Branding & UX:** The brand and product redesign increased the ease-of-use rating by 60% and reduced the drop-off rate by 45%.

UI DESIGNER | Colsubsidio Oct 2021 – Feb 2022 (5 months)

- **Conversion:** Increased conversion rate by 30% in promotional campaigns
- **Engagement:** Increased general interaction across digital channels by 25% by defining effective usability criteria
- **Accessibility:** Achieved a 40% increase in interaction among older adults through inclusive design

Additional experience

- **User Experience Designer** | Aura de los Ángeles - Feb 2018 to Feb 2019 (1 year)
- **Graphic Designer** | Universidad Nacional - April 2018 to July 2018 (4 months)

Product design & UX skills

- **Product Strategy:** Digital Transformation, Product Creation (0-to-1), MVP Definition, Roadmap Planning.
- **Core Design:** UX Research (Qualitative/Quantitative), UI Design, Information Architecture, Prototyping.
- **Design Ops:** Creation, Maintenance, and Evolution of Design Systems (Atomic Design).
- **Accessibility & Inclusion:** Auditing and design under WCAG 2.1/2.2 standards.
- **AI & Innovation:** Integration of AI into product flows, optimization of design workflows with Generative AI.
- **Tools & Data:** Figma (Advanced/Variables), Adobe Creative Suite, Storybook, Confluence, Azure DevOps, Miro, Notion, Power BI.