

Mariona Guiu Aguilera | Senior Product Designer

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Senior Product Designer with 8+ years working in end-to-end product design across B2C and B2B SaaS products. I work end to end, from research through production-ready UI, with a focus on accessibility (WCAG) and design systems. I work closely with Product, Research and Engineering from PRD stage through delivery, on products people need to trust. My recent work includes designing AI-assisted product features and building with AI-native tools like Claude Code, alongside a strong foundation in scalable design systems.

SKILLS:

- Qualitative & quantitative research, User interviewing & journey mapping, Systems thinking, Scope prioritisation, Agile / Scrum collaboration, AI-assisted design & prototyping
- Interaction design, Information architecture, Prototyping & wireframing, Design systems, Inclusive & accessible design (WCAG), Visual design
- End-to-end product design, Stakeholder management, Usability testing, Quantitative A/B testing, Design operations, Design leadership, Mentoring & storytelling

EXPERIENCE:

Senior Product Designer / Design Lead | Vattenfall, Stockholm, Sweden | 2025 — Present

- Took Mitt Vattenfall in-house after launch and kept ownership of it, growing it to 170,000+ downloads and 5,000+ new monthly users. Churn fell from ~13% to ~6% and NPS reached +12 in 3 years.
- Restructured the React Native design system with engineering into a leaner, reusable component library, so Dark Mode shipped in weeks rather than months.
- Built a structured usability testing cadence across app and web departments so teams were testing with real users at every stage from discovery to experimentation.
- Led UX and UI design for AI-driven energy features at Vattenfall, working with engineering, product and business on an early-stage initiative built around responsible AI principles.

Framna (fka Bontouch), Stockholm, Sweden

Senior Product Designer / Design Lead | 2022 — 2025

- Led zero-to-one design for the Mitt Vattenfall app from concept through beta (Sept 2023) and full public launch (Nov 2023), on an accelerated 6-month timeline.
- Led UX design on the ALF prestudy for Länsförsäkringar. The concept proposal was accepted and resourced into a new standalone company built to launch it. Now at 10,000+ downloads on Google Play alone, rated 4.5 across both stores (200+ ratings).

Product Designer | 2019 — 2022

- Partnered with the PM on discovery for Post-it for Microsoft Teams, running rounds of qualitative interviews to define opportunity areas for a B2B collaboration product for distributed teams.
- Owned the design for the Post-it browser app and its MS Teams integration, taking it from wireframes and prototypes through to launch alongside engineers and UI designers. Covered note and canvas interaction, algorithmic theme grouping, Planner task export, subscription-tier experiences and sign-up flows, with parity to the mobile app I did the initial UX for. Reached 1,000+ users in the first two weeks and recognition from Microsoft's CEO.
- Delivered UI design for SEB Kort, Systembolaget, Scania, and Taxi Stockholm.

Product Designer | Deloitte Digital (fka Mobiento), Stockholm, Sweden | 2019

- Contributed UX/UI design for the ICA Insurance app during a 3-month Hyper Island internship.

Senior Graphic Designer / Art Director | Firma, Barcelona, Spain | 2012 — 2018

- Led brand identity for Drinkfinity, a PepsiCo innovation product, from concept to global launch across e-commerce, content platforms, and physical retail in Brazil and the US.
- Grew the Drinkfinity design team from one to four designers to support a Europe launch strategy and expanded product pipeline.

OTHER RELEVANT EXPERIENCE:

Industry Leader | Hyper Island, Stockholm, Sweden | 2022 — 2023 (concurrent with Framna's role)

- Mentored UX Design, Content Development, and Front-End Development students in the Karlskrona and Stockholm programs and delivered the lecture "Seniority: Nurture or Culture" on design maturity.

EDUCATION:

Design Lead Program — Hyper Island, Stockholm, Sweden | 2018 — 2019

Bachelor of Arts, Honours in Design — Winchester School of Art, University of Southampton, UK | 2012

Bachelor of Arts, Honours in Design — Elisava School of Design and Engineering, Barcelona, Spain | 2008 — 2012

LANGUAGES:

Catalan (Native) | **Spanish** (Native) | **English** (Professional fluency) | **Swedish** (Basic) | **French** (Written & oral basics)

TOOLS:

Design & Prototyping: Figma, FigJam, Figma Make, Lottie, Figma Motion, Claude Design

Development & AI Tools: Claude Code, Lovable, GitHub, Terminal, Cursor

Research & Testing: Lookback, UXMetrics, Maze

Collaboration & Delivery: Miro, Notion, Jira / Confluence, Azure DevOps, Slack, Google Analytics.