

Paula Rodas Ruiz

Senior Product Designer & Product Builder

Barcelona, Spain · Remote

hi@bypaularodas.com · bypaularodas.com · linkedin.com/in/paularodas · github.com/PRVirkrys

Profile

Product Designer and Product Builder with 9+ years of digital experience and 7+ years in UX/UI and product. I turn ideas and complex domains into clear, buildable, and scalable products.

I have worked across B2B SaaS, fintech, sustainability, healthcare, education, and ecommerce. I connect research, information architecture, design systems, frontend, and automation to turn needs and technical constraints into viable decisions.

I work closely with product and engineering. I use AI purposefully to explore, document, prototype, develop, and run QA, with judgment and human validation. I am currently completing a Master's in Full Stack Development.

Experience

Pelt8 · Lead Product Designer · 2023–2025

Sole designer at a B2B ESG reporting SaaS used by 25+ companies. Connected product audit, stakeholder definition, design, implementation, and QA.

- Designed and maintained a scalable design system in Figma, improving consistency and reducing handoff time by approximately 30%.
- Turned product and business needs into user stories, specifications, and interface decisions in direct collaboration with engineering.
- Collaborated on React component adjustments with CSS-in-JS to ensure design-to-implementation fidelity.
- Built a no-code solution with Tally and Make outside the roadmap; also designed the Framer website and defined brand identity, principles, and templates.

Fail Fast · UX/UI Designer · 2021–2023

Managed end-to-end UX projects for healthcare, education, sports, and services.

- Turned research into information architecture, navigation, content hierarchy, flows, wireframes, and deliverables for development.
- At UOC, turned research insights into information architecture, search, and content hierarchy implemented in production.
- Designed TimeChef's mobile and web experience, published on Google Play, and worked on projects for Hospital Sant Joan de Déu, Base Sport, and FC Barcelona.

LPA · UX/UI Designer & Front-end Developer · 2018–2020

Progressed from interface implementation to owning complete user stories for B2B fintech products: HedgePilot, WebDD/Capmatix, and IBOR.

- Designed interfaces for high-density dashboards, tables, trees, and flows.
- Implemented interfaces with HTML, CSS, and Sass in an Angular environment.
- Built a reusable component library that reduced the time needed for new mockups by approximately 40%.
- Facilitated card sorting, tree testing, and usability testing to inform architecture and navigation.

BigPromo · Founder & Product/Web Designer · 2016–2018

Defined the value proposition, UX, website, mobile app, and brand for a promotions platform. Built the WordPress website and made PHP adaptations.

In parallel, developed brand identities and websites for EEC and Latermwebs, managing client relationships and end-to-end deliverables.

Technical projects

MedusaWatch

Published app that estimates jellyfish risk on Mallorca's beaches based on wind and beach orientation. Started from a PRD and built the first functional prototype in two days, then iterated it through to production.

Stack: JavaScript · HTML5 · CSS3 · Open-Meteo · OpenStreetMap Overpass · Leaflet.js

prvirkrys.github.io/MedusaWatch · github.com/PRVirkrys/MedusaWatch

Mundial Predictions

Full-stack football predictions project with scoring and ranking.

Stack: Java · Spring Boot · MySQL · Angular 21 · Tailwind CSS · DaisyUI

github.com/PRVirkrys/mundial-predictions · github.com/PRVirkrys/mundial-predictions-FE

Core Competencies

Complex products

I turn dense information, rules, and flows into understandable experiences: financial dashboards, ESG reporting, academic catalogs, healthcare, and digital services.

Systems that scale with the team

I design components, patterns, documentation, and shared criteria that improve consistency and make collaboration between product and engineering smoother.

Design and build

I connect research, information architecture, and interaction design with a practical understanding of frontend. I work with HTML, CSS/Sass, JavaScript, TypeScript, Angular, and React to validate ideas and reduce the distance between design and implementation.

AI applied with judgment

I integrate AI into research, synthesis, exploration, prototyping, development, and QA to accelerate work while retaining product decisions and human validation.

Skills

Product and UX: Product Strategy · Discovery · UX Research · interviews · synthesis · information architecture · user flows · wireframing · prototyping · interaction design · usability testing · responsive design · accessibility.

Systems and UI: Design systems · design tokens · components · reusable patterns · documentation · handoff · Figma · FigJam · Framer.

Implementation: HTML5 · CSS3 · Sass · JavaScript · TypeScript · Angular · React · REST APIs · Git · GitHub.

Building and automation: Java · Spring Boot · MySQL · MongoDB · Make · Tally · AI-assisted product and development work.

Education

- Master's in Full Stack Development — Grupo Atrium · Online · 2025–2026 **(in progress)**
- Master's in Internet Project Design and Management — ELISAVA · 2018–2019
- Bachelor's Degree in Graphic Design — Universidad del Azuay · 2010–2015

Languages

Native Spanish · English B2 / upper-intermediate · Catalan: good comprehension and basic spoken level.