Marina Fernández de la Rosa

Senior Product & AI Designer

Munich, Germany +49 1728160497 marina.fdlr.ux@hotmail.com marina-portfolio.lovable.app
linkedin.com/in/marina-fernandez-de-la-rosa

With 6+ years of experience, I have focused my work on B2B SaaS AI products: enterprise AI search platforms and data-heavy workflows. As the solo designer on my current product, I own it from research to spec and prototype options in code with AI. I design products that align user needs with business strategy.

EXPERIENCE

Apr 2025 – Now
Munich, Germany

Senior UX & AI Designer · IntraFind

AI-powered enterprise search and text analytics — explainable AI, LLMs and RAG-driven retrieval.

- Solo designer on iFinder, working in scrum with the Head of Product and the heads of the front-end, AI and RAG teams, and overseeing the front-end implementation.
- Led the evolution of the AI product ecosystem — smart search, AI agents, skills, multilingual filtering, the Sources panel, and the permissions and governance model for document metadata.
- Prototype multiple options in code with AI, so stakeholders decide between working interfaces rather than static proposals.
- Own the design system — accessibility, scalability, the mobile view and interaction quality — and lead the platform's move to WCAG 2.2 AA.

Mar 2026 – Now
Munich, Germany

Teacher, UX/UI Design · ReDi School

- Teach UX/UI fundamentals for newcomers and the advanced programme for experienced designers.
- Develop the teaching material around today's AI-driven product landscape and mentor students through project-based learning, from research to validated design solutions.

Mar 2023 – Apr 2025
Munich & Stuttgart

UX & AI Designer · WongDoody

International design consultancy for SaaS products. Part of an eight-person design team, mentoring juniors and an intern. Clients included Siemens, Bosch, DHL and Volvo.

- Created and validated new product ideas through proof-of-concept explorations, prototypes and strategic roadmaps.
- Redesigned and scaled existing digital products using research insights, stakeholder alignment and service design methods.
- Optimised usability and performance through heuristic evaluations, UI refinements and A/B testing.

May – Nov 2022
Munich, Germany

UX Designer · FLUID

Design agency blending industrial design, digital experiences and service strategy across healthcare, technology and consumer sectors.

- Worked with clients' engineering teams to align UX with the physical product across the whole experience.
- Ran workshops, user interviews and in-person testing for B/S/H and Shark.

Oct 2019 – Sep 2020
Madrid, Spain

Communication Designer · Aegon

International insurance company.

- Worked with C-level stakeholders to translate strategic goals into design outputs, HR communications and company-wide presentations.

EDUCATION

Master of Science in Communication Design
Politecnico di Milano · Milan, Italy

Bachelor in Multidisciplinary Design and Brand Management
Universidad Rey Juan Carlos · Madrid, Spain

Planning Generative AI Projects · Generative AI for Leaders
Amazon & Infosys

ACHIEVEMENTS

AI & Design articles · 2023 – Now
A series of articles on the future of AI and design.

Milan Design Week · 2022
Selected to present my project O_City.

Cum Laude · 2021 – 2022
Complex artefacts and systems · Ergonomics for web and apps · Anthropology of communication · Digital culture

TOOLS & SKILLS

Innovation & design thinking
Design thinking workshops
Vision definition
Problem framing
Retrospectives

Collaboration
Digital transformation
Cross-functional facilitation
Stakeholder alignment
Agile methods

Product strategy
Proof of concept
Prototyping & validation
User journeys
QA testing

Tools
Figma
Claude · prototyping in code
Lovable
Jira · Confluence

LANGUAGES

Spanish	Native
English	C2
Italian	B1
German	A2

VOLUNTEERING

Fundación Gil Gayarre · with people with disabilities

Casa Cuna · with single-mother families