



Paula Morera

UX / UI DESIGNER



About

Product Designer specialized in UX/UI and design systems, with experience leading the evolution of a SaaS CMS and working closely with development.

designedbypaula.es

HTML CSS Figma Web design

User-Centered Design Adobe App

UX Research UI Design SaaS Platform

UX/UI Courses

UX/UI Design Essentials
Domestika

UX/UI Design Specialization:
From Research to Accessibility
Domestika

Contact

Tlf.: +34 692 357 209

mail: paula@morera.com

Languages

Spanish: Native

English: Professional

Experience

UX/UI PRODUCT DESIGNER (SAAS)

Cactus Signage 2020-Act

I currently lead the complete redesign of a B2B SaaS CMS, redefining flows and information architecture to improve product scalability and user experience.

Other UX/UI projects developed at Cactus:

Cactus Air Touch App

Institutional app · Cabildo de La Palma

UX/UI DESIGNER / BRAND CREATION

José Morera S.L. 2020

Application of a UX approach to the navigation of the online catalog and website.

Corporate rebranding of a family-owned company with 65 years of history.

Redesign of the product catalog and creation of digital materials.

DIGITAL UX/UI DESIGNER

DP Gràfics 2019

Definition of UX/UI solutions based on client needs.

Design of visual systems for digital products.

Creation and management of web platforms with a strong focus on usability.

GRAPHIC DESIGNER · SPAIN & ENGLAND

2015 - 2019

Solojeep, Aqualandia · Terra Mítica · Mundomar, Valencia Language Club

Creation and development of digital design projects for different companies.

Specialized in visual communication and brand creation.

This stage was key in my transition into UX/UI.

Education



University Master's Degree (UOC)

Design, Visual Identity, and Brand Building · 2020-2023



Web Development

CSIF (500h) 2019 · 2020



Graphic Design

Digital Studio (600h) 2017 · 2018



Fine Arts

Polytechnic University of Valencia 2010 · 2015

