

Anna Garcia Rubiralta

Hello!

Senior Product Designer

Product Designer with 20+ years of experience building end-to-end digital products across automotive, fashion, and consumer industries. Experienced in translating business goals and user needs into intuitive, user-centred digital experiences from research and interaction design to design systems. Combines strong visual craft, strategic thinking, and AI-powered tools to deliver high-quality product design efficiently. Skilled at leading creative work in cross-functional, multidisciplinary teams.



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Experience

Senior Product Designer | Inforserveis | Mar. 2023 – Present

Led end-to-end product design for a B2B SaaS platform in the automotive sector, collaborating closely with Product, Engineering and stakeholders to deliver user-centred solutions.

- Designed and iterated complex B2B workflows balancing user needs, business goals and technical constraints
- Collaborated with Product Managers and developers to define features, prioritise improvements and deliver iterative releases
- Used Microsoft Clarity (heatmaps and session recordings), Google Analytics and stakeholder feedback to identify usability issues, validate design decisions and prioritise improvements
- Created interactive prototypes to validate user flows and facilitate collaboration with Product and Engineering
- Worked closely with developers during refinement to ensure design feasibility and high-quality implementation
- Contributed to the evolution of a shared design system and reusable UI components
- Integrated AI tools (Claude, ChatGPT, Figma AI, Adobe Firefly and Magnific) into the design workflow to accelerate ideation, UX writing, visual exploration and documentation
- Contributed to backlog refinement and sprint planning alongside Product Managers and developers
- Clients: SEAT, IVECO, Volkswagen France, Jaguar Land Rover, Northgate

UI Designer & Design Lead | I-tailored Grup | Oct. 2013 – Mar. 2023

- Focused on web design, delivering visually consistent and functional digital experiences across multiple projects. This role laid the foundation for my transition into UX/UI design.
- Designed and structured websites with a strong focus on layout, hierarchy and visual clarity
- Translated business and client requirements into effective digital solutions
- Collaborated with developers to ensure accurate implementation of designs

Head of Communication | Transvivillo Logistics | Feb. 2012 – Sep. 2013

Communication professional with experience leading teams and implementing integrated communication strategies.

- Led the communication department, coordinating multidisciplinary teams and projects
- Managed content and ensured consistency across internal and external communication channels
- Combined strategic thinking with attention to detail to achieve measurable and sustainable results

Freelance Digital & Brand Designer | Freelance | Apr. 2007 – Jan. 2012

Independent designer delivering end-to-end design solutions, from website development to branding and advertising campaigns.

- Developed visual brand identity and implementation across digital and print channels
- Translated client needs into effective visual and communication solutions
- Clients: Sony, Nespresso, Sunnydelight, Cefa TOYS, Pedralbes Centre, Idneo

Web & Multimedia Designer | KD Web, London (UK) | Jul. 2006 – Oct. 2007

Worked in London as a web and multimedia designer, contributing to digital projects in an international environment.

- Designed and developed websites with a focus on visual clarity and usability
- Created digital assets for web and early social media platforms
- Applied CSS styling to ensure consistent and responsive layouts
- Collaborated with multidisciplinary teams in a fast-paced international setting

Art Director & Digital Designer | Èxit Advisors | Jul. 2003 – Jul. 2006

- Art direction and digital design for high-profile international brands and public institutions.
- Delivered art direction for international luxury brands
- Developed visual concepts and creative direction for branding and communication projects
- Designed digital assets, websites and advertising campaigns
- Collaborated with multidisciplinary teams to deliver consistent high-quality visual solutions
- Clients: Prada, Carolina Herrera, Comme des Garçons, TOUS, Adolfo Domínguez, MAC Cosmetics, Antonio Puig

Worked within the prepress department, focusing on flexible packaging design and print production.

- Designed packaging solutions and print-ready artwork for production
- Prepared and adapted files for printing, ensuring technical accuracy and consistency
- Managed print quality control to ensure high standards in final outputs
- Collaborated with external suppliers and production teams

Education

Digital Design Degree — UOC Universitat Oberta de Catalunya (2025 – Present)

Higher Degree in Web Application Development (DAW) — Institut Lacetània (2014)

Postgraduate in Graphic Design — Escola d'Art i Disseny de Terrassa (2003)

Higher Degree in Advertising Graphics — Escola d'Art i Disseny de Terrassa (2002)

Skills

Core Skills

Product Design · UX/UI Design · User Research & Validation · User Flows · Wireframing · Interactive Prototyping · Information Architecture · Accessibility · Design Systems · Agile collaboration · Microsoft Clarity · Google Analytics

Tools

Figma · Jira · Miro · Adobe Creative Cloud · Claude · ChatGPT · Figma AI · Adobe Firefly · Magnific · HTML/CSS

Soft Skills

Cross-functional Collaboration · Stakeholder Management · Strategic Thinking · Problem Solving · Design Leadership · Mentoring · Communication