

Elisabet Osuna

Senior Product Designer

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in /elisabetosuna



ABOUT ME

Senior Product Designer experienced in turning complex products into simple, user-focused solutions that drive business impact. Skilled in UX, data-informed design, and collaborating across product, engineering, and stakeholders to align user needs with business goals.

EXPERIENCE

Product Designer

2023 - PRESENT

marketgoo · B2B SaaS (SEO)

Led the end-to-end design of a white-label SEO platform for web hosts and agencies, introducing **AI-powered experiences** that **reduced user effort and increased partner adoption**. Translated complex SEO data into clear, actionable workflows for non-technical users.

Product Designer

2021 - 2023

Eventscase · B2B SaaS (Events)

Contributed to the design of an all-in-one event management platform for virtual, in-person, and hybrid events. Helped **scale a shared design system** while **simplifying complex workflows** to support different event types and needs.

Product Designer

2019 - 2021

Declarando · B2S SaaS (Fintech)

Owned to the design of a digital tax and accounting platform for self-employed users, **simplifying complex financial workflows through automation**. Supported rapid growth and helping expand the user base and drive measurable user savings.

Core skills

Product Design
User Experience (UX)
User Interface
Design Research
End-to-End Design
Design Business Impact
Data-Informed Decisions

Tools

Product design & systems (Figma, Storybook), analytics & user insights (PostHog, Metabase, Maze, Hotjar), AI-assisted design (Claude, Loveable).

Education

Digital product designer (The hero camp, 2021)
Degree in Design and Digital Creation (UOC, 2019)

Languages

Spanish (Native)
English (First Certificate)