

MARIANABEL KANZLER

Senior Product & UX/UI Designer | Web Specialist (100% Remote Available)

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<https://marianabel.com/>

EXECUTIVE SUMMARY

Senior UX/UI & Product Designer with 7+ years of experience transforming business goals into high-converting digital products. Expert in Figma design systems, information architecture, CRO, and WordPress development. Proven track record of optimizing platforms to achieve 100/100 Google Lighthouse performance, #1 Google SEO rankings, and revenue growth across multilingual platforms.

WORK EXPERIENCE

UX/UI Designer & Web Optimization Specialist

Tourism & Leisure Group (Spain) | June 2024 – September 2024

- End-to-end design and release of 5 web platforms and complete overhaul of 1 portal (+99 optimized pages).
- Boosted search visibility to #1 Google rank for high-intent target keywords through technical SEO strategies.
- Achieved a perfect 100/100 Google Lighthouse score by refining UI responsiveness and page load times.
- Integrated Turitop booking engine and revamped conversion funnels, generating direct revenue growth.

Senior UX/UI Designer Menoroigual.com | June 2024 – January 2026

- Spearheaded UI/UX design for e-commerce platforms, optimizing product discovery and checkout flows.
- Collaborated with engineering teams to align design systems with technical requirements.

Freelance UX/UI Consultant & Mentor August 2023 – January 2024

- Redesigned mobile apps for remittance and e-commerce services, focusing on user retention.
- Built scalable Design Systems, administrative dashboards, and landing pages.

Editorial & Graphic Designer Notitarde / J3V Editorial | November 2021 – June 2024

- Led visual systems, branding guidelines, and high-standard publication layouts.

SKILLS & TOOLKIT

- Product & UX/UI: Figma, Design Systems, Wireframing, User Research, CRO, Prototyping.
 - Web & Performance: WordPress, SEO On-Page, Google Lighthouse, HTML/CSS, Turitop API.
 - Creative Suite: Photoshop, Illustrator, InDesign, After Effects.
 - Languages: Spanish (Native), English (B2/C1), French (B1).
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EDUCATION & CERTIFICATIONS

- Google UX Design Professional Certificate
- Bachelor's Degree in Graphic Design – Instituto de Diseño y Tecnología
- Especialización en WordPress, Photoshop & After Effects