

Martina Hirschler

Product and Strategy Designer

STRATEGY ✦ RESEARCH ● COLLABORATION ■ DATA DRIVEN - VISUAL DESIGN



About me

I'm Martina - A Senior Product designer based in Barcelona.

Visuals and communication have been my Ikigai since my childhood. I find joy in exploring the intricacies of **environments, humans, and systems**.

My love for communication design has been enriched by **9 years of hands-on experience and digital product design**. I've designed **brands, sustainable products** and **experiences for web, mobile, desktop, IOT, wearable devices, and the physical world**.

I'm currently invested in **Social innovation** and looking for opportunities that truly move me. **Fun and the sun** is my motto - playful work and the outdoors work are magnets to me! ✨

Work Experience



XXXL Digital / Part of XXXLutz

Apr 2021 - Present

Senior Product Designer

- Fully **restructured the Product Detail Page**, resulting in improved navigation and higher engagement and a 21% raise in Add to Cart conversions.
- Optimized the **reservations flow**, increasing product reservations by over 10% and driving a 15% rise in reserved product sales revenue.
- Completely redesigned the **product availability experience** (delivery, pickup, and in-store omnichannel experience) through research, workshops, and user validation, creating a more intuitive experience.
- In general, I led the **UX strategy for the PDP** and key assessment stages of the user journey, defining priorities, proposing changes, setting timelines, and coordinating cross-departmental implementations.

Strategy Leadership Roadmap development Data driven User validation Workshop facilitation



Noise Studio

Sep 2020 - Apr 2021

Senior UX/UI and Visual designer

- Managed **client communication**, scope and expectations
- Worked on project **timelines** and estimations
- Mentored and **coached junior designers**
- Led **UX/UI and brand design** initiatives

Strategy Facilitation Client management User research



Hirsch Studio

May 2018 - Apr 2021

● Design Director and Co-Founder

- I launched a small-scale design studio specializing in comprehensive design and experience solutions.
- Led **user research and strategic discovery** processes to identify user needs and ideate solutions.
- Directed **information architecture, MVP scope definition and UX design**, crafting and refining effective user pathways.
- Designed engaging **visual and interface experiences** across digital platforms.
- Developed cohesive **brand identities**, ensuring strong and consistent brand presence across all touchpoints.

● External Lead UX for Moni

I worked in a Team Augmentation methodology co-leading the UX team for this Fintech platform. We redesigned the entire digital product and all its digital touchpoints, working on communication, branding, navigation, interactions and product concept.

Discovery and ideations Production and coordination Leadership App and web design



Wolox

May 2018 - Apr 2021

● Lead UX/UI Designer

- Lead the creation of an MVP for a product for **P&G on site in San Francisco**. I did research, design thinking, brand and first product concept (UX/UI).
- I was happy to participate in very diverse projects, in different fields such as fintech, health, tourism, education, sellers, transport and Internet Of Things.
- I managed my 5 people-team's effort and roadmaps.

● UX/UI Designer

Apart from directly managing the client and roadmap, I had 3 main types of design work, which I learned and improved a lot during this time:

- Design Thinking & Product Focus.
Facilitating the discovery process, doing research to gather an understanding of the problem, and creating a strong solution concept.
- UX / User Experience Design
Create a visual structural solution by organizing information centered on the user's conditions. Information Architecture, Usability, Low and high fidelity Prototyping, Wireframes.
- UI / Visual Design
Adding clarity and beauty: Interface design for Android, iOS and Web. Digital illustration and interaction animations.

Discovery UX Design IA Research UI and Brand

Education

Communication Design

Bachelors degree · University of Buenos Aires
2017

Research for User Experience

UXER School Barcelona
2020

Measuring UX and ROI

Nielsen Norman Group
2023

Product Design Strategy

Future London Academy
2024

Human-centered Service Design

IDEO U
2025

Facilitation for Innovation

Hyperisland Stockholm
2025

My values

FACILITATE PROGRESS

Good conversations need direction. I enjoy creating structures that help teams decide and move forward.

GET BACK TO THE PROBLEM

The cool idea is not always the best solution. Start from the real problem.

DESIGN FOR DIGNITY

I want to use my skills to create environments where people feel included, respected and supported.

HOLD OPINIONS LIGHTLY

Have a point of view, but stay open to changing it. Flexibility is a strength.

CURIOSITY

Ask questions. Try something new. There's so much to learn from people around us.

Skills

Product Design Strategy Measuring design Visual and Brand

Communication Research Leadership

Tools I use include



Languages

Spanish - Native English - Professional proficiency German - Intermediate Catalan - Basic and learning :)