María Mora

Lead Product Designer

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PROFILE

Lead Product Designer with **10+ years of design experience** across **complex B2B and B2C products for web and mobile**. Combines hands-on design with team leadership, product direction and mentoring.

Works directly with clients and senior stakeholders, managing competing priorities and partnering with Product and Engineering from concept to launch and iteration.

KEY IMPACT

7	43	22	5
Designers led	Client partnerships	Brands launched	Design systems managed

EXPERIENCE

Gaming Innovation Group

Jun 2016 – Jul 2026

Mar 2026 – Jul 2026

Head of Design

Led Product and Graphic Design teams, setting direction and quality standards across product and brand.

Mentored designers through feedback, design reviews and career development.

Drove AI adoption across team workflows.

Oct 2024 – Mar 2026

Lead Product Designer

Defined product design strategy and designed hands-on across complex B2B and B2C web and mobile products.

Owned the design roadmap, prioritising with Product Owners and coordinating delivery and design QA with Engineering.

Led client and senior stakeholder relationships, presenting design decisions and resolving competing priorities.

Oct 2021 – Oct 2024

Senior Product Designer

Owned end-to-end UX/UI for a multi-brand platform, focused on complex payment and checkout flows.

Turned business and user requirements into intuitive flows and production-ready interfaces.

Oct 2020 – Oct 2021

Product Designer

Built scalable design systems for customer-facing and back-office products.

Oct 2019 – Oct 2020

Senior Graphic Designer

Led art direction for international clients, ensuring visual consistency across digital campaigns and brand assets.

Jun 2016 – Oct 2019

Graphic Designer

Created digital campaigns, landing pages and branded experiences.

CORE EXPERTISE

Leadership & Client Management

Team leadership & mentoring · Client relationship management · Stakeholder alignment · Workshops & presentations

Product Design

End-to-end UX/UI · Visual & interaction design · Prototyping · Web & mobile · User research & testing · Product analytics · AI-assisted design

Strategy & Delivery

Problem framing · Design roadmaps & prioritisation · Product Owner collaboration · Design tickets & specifications · Engineering collaboration · Design QA

Design Systems & Art Direction

Design system governance · Figma variables & tokens · Multi-brand consistency · Accessibility · Art direction

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TOOLS

Figma · Figma AI · FigJam · Miro · Jira · Confluence · Amplitude · FullStory · Claude · Codex · Adobe Creative Cloud

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RECOGNITION

Design & UX Award — Winner 2018 · Finalist 2022
iGaming Idol, Europe

challenge4cities — Winner in Belgium and Finland · 2019
IoT product

EDUCATION

2014 – 2016
Graphic Design & Prepress Master
Gauss Multimedia School

2012 – 2013
Visual Design Master · 3D, VFX & Motion Graphics Master
The Big Picture

2008 – 2012
Degree in Audiovisual Communication
Universidad de Málaga

LANGUAGES

Spanish — Native

English — Professional (C1)

AVAILABILITY

EU citizen based in Marbella, Spain. Available immediately for full-time remote work; no sponsorship needed.