Sofía Roldán Johnson

Spain (Remote) | sofiaroldanjohnson@gmail.com | LinkedIn | Portfolio

SUMMARY

Senior Product Designer with 4+ years of experience designing complex B2B SaaS products from discovery to delivery.
I simplify technical workflows through research-driven design, product thinking, and close collaboration with Business and Engineering.

EDUCATION

Trazos, Madrid
Master in UX/UI & Graphic Design | 2019–2020

Universidad Complutense de Madrid
Bachelor's Degree in Fine Arts | 2012–2017

Academy of Art, Florence
Structure of the Human Body | 2014

EXPERIENCE

Senior Product Designer – Qatium

Feb 2022–Present | Remote

Led end-to-end design across strategic product initiatives, from discovery to delivery.
• Designed a warning and notification service improving time to detect and time to repair metrics.
• Designed complex simulation workflows for water network management.
• Owned and evolved the Design System to improve consistency and ensure scalability.
• Partnered with Product Managers and Engineers to align design decisions with business goals.

Product Designer – Wuolah

2021– 2021| Remote

• Designed end-to-end product experiences for students and teachers in an educational platform.
• Improved user flows and information architecture across key user journeys.
• Built and documented a scalable UI Kit following Atomic Design principles.
• Collaborated with developers, stakeholders and validated solutions through A/B testing and user feedback.
• Reduced implementation effort through reusable components.

Drawing and painting teacher – Arte Hélade

2013 – 2022 | Madrid, Spain

Designed personalised learning plans and mentored students preparing for Fine Arts degrees strengthening communication, facilitation, and coaching skills. Over the years I taught artistic skills to students of all ages, from 4 to 80 years old.

PROJECTS

Minimum night flow monitor | Designed a tool to help detect leakage and plan repairs.
Hydraulic Network Audit Tool | Helped users assess imported network quality before in order to create a digital twin.
Water Network Simulator | Designed interfaces for creating, editing, and analysing hydraulic simulations.
Design System | Created reusable components and documentation to improve consistency and scalability.

TECHNICAL SKILLS

Product Strategy
Product Discovery
UX Research
User Interviews
Journey Mapping
Information Architecture
Interaction Design
UX/UI Design
Design Systems
Rapid Prototyping
Product Thinking
Stakeholder Management
Workshop Facilitation
Cross-functional Collaboration
Agile Product Development
Design Leadership

TOOLS

Design: Figma, FigJam, Pencil **Research:** Mixpanel, Smartlook **Collaboration:** Notion, Jira, Confluence, Miro **AI:** Claude, Claude Code, ChatGPT, Gemini, Lovable

LANGUAGES

Spanish — Native English — Native

PORTFOLIO

Case studies at design-depths-and-discoveries.lovable.app | LinkedIn | Email