

VALERIA SOLARI

Product Designer (UX/UI)

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Product Designer (UX/UI) with 10+years in design and 2+in SaaS — including building a design system from scratch at Elopage, and reducing onboarding drop-off by 25%. Bridges strong visual craft with end-to-end product thinking; works closely with PMs and engineers to ship testable impact features.

WORK EXPERIENCE

FREELANCE UX/UI & BRAND DESIGNER | 2023 - PRESENT

Self-employed, Berlin

- Led UX research and information architecture for the International Psychoanalytic University's alumni platform — mapping user journeys, running stakeholder interviews, and delivering a tested prototype to external Dev team.
- Designed Brand and social media work for a social organization annual socio-cultural projects.
- Built responsive websites in WordPress, and Elementor for small business, from UX/UI to development.

UX/UI DESIGNER — CONTRACT | 11-2024 - 01-2025

Realists.de, Leipzig

- Designed and delivered realists.de - a responsive WordPress site- from UX brief to live launch in 8 weeks.
- Sole Designer responsible for layout, interaction, and content structure, delivering 50 unique pages.

UX/UI DESIGNER | 2021 - 2023

Elopage (SaaS), Berlin

- Led UX redesign of onboarding, checkout, and page builder.
- Built and scaled a design system in Figma within a team of 2 Designers, 1 PM, and 2 Devs.
- Collaborated with PMs and engineers to scope, prototype, and ship iteratively.
- Reduced onboarding drop-off by 25% and decreased setup-related support tickets.

SKILLS

Design: Figma, Design Systems, Prototyping, Wireframing, UX Research

Dev-adjacent: HTML, CSS, WordPress, Elementor

Tools: Adobe CC, Jira, Notion

Methods: Agile, cross-functional collaboration

EDUCATION

UX/UI Design Bootcamp | 2021

Ironhack, Berlin

Bachelor in Graphic & Multimedia Design | 2004

UVM University, Chile

LANGUAGES

Spanish (Native) · English (Fluent) · German (B2)