

MARÍA PONZELA

UX RESEARCHER,
PRODUCT DESIGNER
& ADVERTISER



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SKILLS

VECTORIAL PROGRAMS

Illustrator, Indesign, Figma

EDITING PROGRAMS

Photoshop, Premiere Pro, Lightroom, After Effects

3D PROGRAMS

Solidworks, 3D max, Rhino, Blender, SketchUp

FRONTEND

HTML, CSS, Wordpress

PROJECT MANAGEMENT PLATFORMS

Excel, Miró, Jira, Github.

LANGUAGES

LEVEL C1 ENGLISH CERTIFICATE

Cambridge University - 2018

EDUCATION

UNIVERSITY DEGREE IN ADVERTISING

Sep 2018 - Jul 2023
Francisco de Vitoria University, Madrid.

UNIVERSITY DEGREE IN DESIGN

Sep 2018 - Jun 2022
Francisco de Vitoria University, Madrid.

EXPERT IN GRAPHIC, MULTIMEDIA AND INTERACTIVE DESIGN

Sep 2018 - Jun 2022
Francisco de Vitoria University, Madrid.

ACHIEVEMENTS

80% Scholarship - 2018/2022

BRILLIANT ACADEMIC RECORD

Francisco de Vitoria University, Madrid.

2 Honors - 2019

PHOTOGRAPHY AND DRAWING

Francisco de Vitoria University, Madrid.

Art Competitipn - 2016

FIRST AND SECOND PRIZE

Credit Union Banck Ireland

EXPERIENCE



BBVA HOLDING

Jan 2024 - Dec 2024
Ciudad BBVA, Madrid, Spain

DESIGN ANALYST SOLUTIONS DEVELOPMENT II

1. Documentation and prototyping of flows with the BBVA Experience team that is responsible for the development and maintenance of the Design System.
2. Review and homogenization of screens of the different geographies in which the bank operates and update to the new visual language of the design system.
3. Conceptualization and creation of the visual identity of a training game for bank employees. Development of game branding
4. Market study with RCP Spain and Mexico research team to find solutions to improve the relationship between client - bank and facilitation of a high-level strategic workshop.

TOOLS

Illustrator, Figma, Miró, Jira, Excel, PPTT, wordpress



MAESTROS DEL DEPORTE PLATFORM

Sep 2021 - Dec 2021
Madrid, Spain

DESIGNER

1. Conceptualization and design of the web platform, optimizing user experience and ensuring functionality and visual appeal.
2. Development of innovative digital products that contributed to enhancing the learning process.
3. Creation of content for the platform's social media, increasing visibility and online community engagement.
4. Editing and production of videos and interviews with prominent sports professionals.

TOOLS

Photoshop, illustrator, Premiere Pro, Figma y After Effects



CREATIVE AGENCY WET LAUNDRY

Sep 2020 - Jan 2021
Pozuelo de Alarcón, Madrid, Spain

GRAPHIC DESIGNER

1. Design and management of advertising campaigns marketing strategy and communication consulting
2. Graphic content creator across various formats, following current social media trends for diverse clients of different business sectors.
3. Leader and mentor to other designers, driving the creation of viral and engaging content. Collaborated closely within multidisciplinary teams to enhance visual impact in projects.

TOOLS

Photoshop, illustrator, Premiere Pro