

Magali Joly Martí

Senior Product Designer

UI, UX & Design Systems

Senior Product Designer specialized in UI, focused on building scalable and intuitive digital products.

I help startups and product teams transform ideas into user-centered experiences by combining design systems, usability, and strong visual thinking.

Experience working on global products for companies like HP and Dyson, contributing to design systems, product interfaces, and UX improvements at scale.

Barcelona, Spain

Mobile: +34 644587444

maga.joly@gmail.com

Experience

Senior Product Designer (Freelance / Estudio Limón)

2017 – Present · Barcelona (Remote)

Designing end-to-end digital experiences for startups and companies, with a strong focus on UI, design systems, and usability.

I collaborate closely with founders, product teams, and developers to bring ideas to life — from early concepts to scalable products.

Key contributions:

- Designed intuitive and visually engaging interfaces for web and mobile products
- Built and maintained scalable design systems
- Delivered wireframes, prototypes, and high-fidelity UI
- Improved product usability and consistency across platforms
- Translated business requirements into user-centered solutions

Product Designer / UI Designer — HP

Jul 2022 – Dec 2024

Contributed to large-scale digital products and design systems used across HP's ecosystem.

Key achievements:

- Designed and scaled reusable components for the HP Smart Design System
- Worked on the **HP ALL IN Plan** (US launch, 2024)
- Created high-fidelity prototypes to support product validation and development
- Collaborated with cross-functional teams (product, dev, marketing)
- Improved usability and accessibility following WCAG standards

Impact: contributed to consistent and scalable user experiences across multiple digital products

Lead UI Designer / Product Designer — Opinno

Feb 2022 – Nov 2024

Led UI design initiatives for enterprise clients, working on complex digital products and design systems.

- Led UI direction and execution within multidisciplinary teams
- Designed scalable interfaces and systemized UI components
- Collaborated across product, tech, and business teams
- Delivered consistent and high-quality user experiences

UX Designer (Contract) – Dyson

Mar 2021 – Sep 2021

Conducted UX research and usability audits for Dyson's e-commerce platforms (Australia & New Zealand).

- Identified usability and accessibility gaps across key journeys
- Delivered actionable UX improvements aligned with WCAG standards
- Improved navigation, readability, and accessibility
- Enhanced overall user experience in a mature global platform

Illustrator – Gali Gali

2010 – Present

Creating visual narratives and illustrations with a strong storytelling approach.

This creative background strengthens my UI work, bringing a unique perspective to visual design and communication.

Skills

- Product Design
- User Interface (UI) Design
- User Experience (UX)
- Design Systems
- Prototyping
- Figma
- Wireframing
- Usability Testing
- Interaction Design

(Among others)

Languages

Spanish (native)

English (professional competence)

French (basic/intermediate)