

Marta Paniagua

Senior UX/UI & Digital Designer

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Senior UX/UI and Digital Designer with 7+ years of experience helping e-commerce teams improve underperforming customer journeys, bring consistency to fragmented design practices and deliver high-volume creative at scale. My approach combines UX, visual craft and performance data to create better digital experiences and reusable systems across web, CRM, app and social. Experienced in leading projects, mentoring designers and introducing smarter workflows that improve quality, speed and collaboration.

WORK EXPERIENCE

CHARLOTTE TILBURY BEAUTY

Senior Digital Designer - Maternity Cover

London, UK | May 2025-Jul 2026

- Designed and delivered BAU content and global 360° campaigns across web, email, app and paid social, with major campaigns spanning **600+ assets** across different regions, languages and promotional variations.
- Built scalable design systems for email, typography and evergreen content across web, app and social, replacing inconsistent files with reusable components, slot-based templates and shared standards for layout, type and spacing.
- Developed a component-led **localisation workflow across six languages**, combining the linguists' XTM AI integration with selectable typography modes for longer translations - automatically updating linked campaign assets while preserving layouts and reducing manual adjustments.
- Developed and rolled out **production AI workflows across the Digital Design team**, combining multiple models and structured prompts to create realistic, brand-consistent campaign imagery, product replacements and site packshots - reducing production time and addressing gaps in digital-ready assets.
- Led and mentored four designers across BAU and global campaign delivery, while **driving Figma upskilling across all levels of the Digital Design team** through training in design systems and component-based working.

FRASERS GROUP

Senior Digital Designer (UX/UI)

London, UK | Dec 2022-Nov 2024

- Led Slazenger's mobile-first e-commerce redesign and created its first atomic design system following the rebrand; post-launch, monthly users rose from **49,717 to 242,945** and bounce rate fell **11.1%**.
- Led USC's UX/UI elevation, contributing to a **20.5% increase in conversion**, a **28.9% reduction in bounce rate** and a **118.8% rise in page views**; later created the elevated design system used for the brand's replatforming.
- Led House of Fraser's mobile sale-journey optimisation using analytics, workshops and cross-functional experimentation, increasing landing-page views 208%, reducing load time 30% and achieving a **4.8% conversion rate - twice the site average**.
- Led design delivery and quality sign-off for **50+ cross-channel campaigns** across CRM, web, social and on-site journeys, maintaining accessibility, responsive performance and brand consistency across multiple retail brands.
- Managed and mentored five designers through 1:1s, workshops, hands-on training and design feedback, building confidence and ownership while maintaining consistent delivery standards.

Digital Designer

Dec 2021-Dec 2022

- Created USC's **responsive email design system and reusable HTML/CSS master template** in Emarsys for daily CRM production, aligned with the refreshed brand identity.

- Designed **A/B tests and personalised experiences** through Dynamic Yield across House of Fraser and USC, using performance data to refine journeys and inform subsequent UX decisions.
- Partnered with CRM, marketing and SEO teams to introduce UX/UI improvements and create search-led landing pages across multiple brands.

Junior Digital Designer

Nov 2020-Dec 2021

- Produced responsive campaign content across email, web and social for USC and House of Fraser, adapting creative across formats while maintaining accessibility and brand consistency.
- Implemented HTML/CSS design updates and delivered digital assets across seasonal and promotional retail campaigns.

Digital Design Assistant

Nov 2019-Nov 2020

- Designed email and promotional creative for Flannels, USC and House of Fraser, building experience in multi-brand digital production and responsive campaign delivery.

SELF-EMPLOYED

Freelance Designer

London, UK | Apr 2018-Oct 2019

- Created brand identities and campaign materials for hospitality, fashion and lifestyle clients, including menus, promotional assets and social content.
- Collaborated on creative installations showcased during London Fashion Week and in Selfridges' Oxford Street windows.

CORE SKILLS & EXPERTISE

- **UX, optimisation & systems:** UX/UI design, e-commerce journeys, wireframing, prototyping, design systems, responsive design, accessibility, CRO, A/B testing, personalisation, user testing and analytics-led design.
- **Leadership & delivery:** Team leadership, mentoring, project ownership, stakeholder management, cross-functional collaboration, workshops, design operations, localisation strategy, documentation, design QA and campaign delivery.
- **Tools & platforms:** Figma, Adobe Creative Cloud, HTML/CSS, Emarsys, Dynamic Yield, Ampliance CMS, Google Analytics, Contentsquare, UserTesting and Jira.
- **AI-supported workflows:** Figma Weave, structured prompt development, generative image production, reusable workflow templates, ChatGPT, Gemini, Midjourney and ElevenLabs.

AWARDS

- **Digital Dynamo Award, Frasers Group:** individual, peer-nominated recognition.
- **Groundbreaker Award 2024, UserTesting:** contributing team member.
- **E-commerce Game Changer 2023, Retail Gazette:** contributing team member.

EDUCATION

BA (Hons) Graphic Design – First Class Honours - University of East London

HND Travel Agencies & Events Management – IES Tetuan de las Victorias, Madrid, Spain