

Marta Paniagua

Senior UX/UI Designer | Data-Driven Digital Experiences | Innovation, Strategy & Team Growth

I am a creative and detail-oriented UX/UI Designer with 5+ years of experience delivering thoughtful, data-led solutions across web and mobile. I create intuitive experiences that are shaped by strong UX principles, performance insights, and design consistency - from single journeys to full platforms. With a background in both digital design and front-end development, I bring a strategic mindset, hands-on approach and a love for solving problems that matter.

EXPERIENCE

Senior Digital Designer (UX | UI)

Frasers Group | Dec 2022 – Nov 2024

- Led the end-to-end redesign of Slazenger’s e-commerce platform, building its first atomic design system and transforming an outdated site into a modern, scalable experience that future-proofs the brand - resulting in **+389% monthly traffic growth** (49,717 → 242,945), an **11.1% drop in bounce rate**, and **reducing user friction** through streamlined navigation and checkout flows.
- Directed USC’s elevation project, achieving a **20.5% lift in conversion rate**, a **28.9% reduction in bounce rate**, and a **118.8% increase in page views** through CRO and UX/UI enhancements. Later led its re-platforming, overseeing the transition to a new platform, creating a new design system, and the rollout of guidelines to ensure consistency across all digital touchpoints.
- Deliver + sign off consistent brand experiences across multiple Frasers Group brands, covering **50+ cross-channel campaigns and digital journey stages**, including CRM, web, social and campaign-led site optimisation. This included homepage and product page takeovers, on-site messaging (e.g. checkout countdown banners), and tailored content for seasonal, organic, and promotional events while ensuring accessibility, performance, and brand alignment.
- Collaborated with cross-functional teams to drive A/B testing, user testing, analytics integration, and workflow optimisation. Led House of Fraser’s Sale Journey Optimisation initiative delivering UX improvements across desktop and mobile. Enhancements included a redesigned homepage entry point, streamlined landing pages, and gender-specific navigation, which resulted in a **208% increase in mobile views**, a **30% faster load time**, and a conversion rate of 4.8%, doubling the site average.
- Managed and mentored a team of five designers through supportive and empathic leadership, **1:1s**, workshops, hands-on training and feedback sessions, nurturing skill development and ownership

Digital Designer

Frasers Group | Dec 2021 – Dec 2022

- Designed and developed USC’s newsletter master template using HTML and CSS on Emarsys platform, for CRM and Design teams daily use, aligning with the new brand identity
- Implemented A/B testing and personalised strategies via Dynamic Yield to enhance user engagement and conversion rate across multiple brands within the group (House of Frasers, USC)
- Partnered with senior designers, CRM, marketing and SEO teams to introduce UX & UI improvements and develop new organic landing pages.

Junior Digital Designer

Frasers Group | Nov 2020 - Dec 2021

- Created digital content across email, web and social channels for USC and House of Fraser
- Supported design updates using HTML/CSS and collaborated on seasonal campaigns

Digital Design Assistant

Frasers Group | Nov 2019 - Nov 2020

- Designed newsletters and promotional content across multiple brands including Flannels, USC and House of Fraser

Freelance Designer

Self-Employed | Apr 2018 – Oct 2019

- Delivered design solutions and branding for hospitality, fashion, and lifestyle brands which included menus, promotional materials, and social media content.
- Developed brand identities and collaborated on creative installations showcased in events like London Fashion Week and Selfridges’ Oxford Street store window.

CONTACT



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Marta Paniagua Encabo



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SKILLS

UX & UI Design, Design Systems, User-centred Design, User Journeys, Wireframing, Prototyping, User Research, Web Accessibility, Front-End Development (HTML & CSS) A/B Testing, Personalisation, Data Analysis, Campaign Creative, Visual Design, Brand Identity, Creative Direction, Content Strategy, Stakeholder Management, Team Leadership & Mentorship, Cross-Functional Collaboration, CMS

TOOLS

Figma, Adobe XD, Dynamic Yield, Google Analytics, Contentsquare, Emarsys, Dreamweaver, Photoshop, InDesign, Illustrator, Jira, Trello, Monday.com, Azure, Amplience,

AWARDS

Groundbreaker Award - UserTesting | Team Award

E-commerce Game Changer 2023 - Retail Gazette | Team Award

Digital Dynamo - Frasers Group | Individual Award

LANGUAGES

Spanish - Native

English - Professional

EDUCATION

BA (Hons) Graphic Design

University of East London | 1st Class Honours

BTEC L3 Extended Diploma in Art & Design

Lambeth College, London | Distinction

BTEC L3 Extended Diploma in Graphic Design

Lambeth College, London | Distinction

HND Travel Agencies & Events Management

IES Tetuan de las Victorias, Madrid

RECOMMENDATIONS

"Marta is incredibly creative, resilient and passionate. Her commitment to excellence is highly commendable, she is a problem solver with exceptional design skills. She can work effectively in an individual or team setting to produce outstanding outcomes.

She is extremely talented in all aspects of UX/UI design from discovery to delivery putting the customer at the forefront of all of her work. I would highly recommend her to any company."

Emily Hilditch
Head of UX

"I had the pleasure of working closely with Marta for 4 years at Frasers Group. Marta is extremely hard working and dedicated and she always looks to learn new things and develop as a designer. She’s also a great mentor and role model for junior members of the team.

What really sets Marta apart is that’s she’s such a broad design-talent. During our time at Frasers Group she worked on many types of projects from creative design to solving complex UX problems with impressive results. She also learned to code HTML & CSS and mastered building landing pages and newsletter templates.

Other than her being a reliable “gets-shit-done” team member she’s also a joy to be around. Her outgoing personality, friendly attitude and clear communication-skills makes her a valuable asset to any team!"

Sandra Rojka
UX /UI Design Manager