

Marian López Fernandez

Digital Product Designer

Bangkok, Thailand · Remote worldwide (EU + LatAm overlap)

mlopez96.contact@gmail.com · [linkedin.com/in/marianlopez96](https://www.linkedin.com/in/marianlopez96) · Spanish (native) / English (professional)

PROFILE

Digital product designer who ships end to end: frames the problem, designs the system and builds the working product, with AI as leverage. Seven years of brand-and-systems craft for international B2B teams (editorial, identity, sales enablement) now applied closer to behavior: flows, interfaces and the decisions that make a product usable. Recent product work: Baki, a nutrition & training app in daily use, and Wrong Room, a shipped interactive product, both designed and shipped end to end.

EXPERIENCE

Graphic Designer · Sales Enablement

2025–2026

Mid Ocean (Netherlands) · Contract, Remote

Built the sales team's full collateral suite as a modular, brand-locked template kit a distributed B2B team runs itself across European markets: decks, product sheets and branded assets, production-ready and self-served.

Visual Designer

Jan–Apr 2025

Vidico · Freelance, Remote

Digital assets and commercial materials from brief to delivery (proposals, presentations and product visuals), holding brand consistency with an international team.

Travel Consultant & Marketing

2025

Asian Spirit · Bangkok

Commercial design and a bilingual ES/EN proposal system off a single source for international B2B travel partners.

Freelance Graphic Designer

2020–2024

Self-Employed · Remote worldwide

End-to-end design for international clients: brand assets, digital products and commercial material. Includes NMBW, a self-initiated editorial brand documented as a usage system.

Digital Product Designer

2020–2021

ādesign studio · Barcelona

Interactive digital catalog / sales tool over a 1,200-product B2B range: a find → compare → present UX that replaced a 432-page printed book.

SELECTED WORK

Baki: nutrition & training app (live)

Designed and shipped a personal nutrition/training product end to end; real interface, in daily use.

Wrong Room: interactive product

Original IP shipped end to end: identity, interface and usability decisions; AI-native, judgment-led.

More than Gifts: product catalog (UX)

Interactive sell-from tool over a 1,200-product range; browse, shortlist, present live.

The sales enablement kit, Mid Ocean

A branded template system a distributed B2B sales team runs itself across 12+ markets.

NMBW: brand & design system

Self-initiated editorial identity documented as a usage system; one mark, 16px to full-bleed.

EDUCATION

BA, Graphic Design

2015–2019

CERTIFICATIONS

AI Fluency Program Anthropic Academy	Jan 2026
Foundations of UX Design Google	May 2025

TOOLS

Figma · Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Framer · Midjourney · Claude · Runway

DISCIPLINES

Product & UX · Design Systems · Brand Systems · Sales Enablement · Marketing Design · AI-assisted workflow