

Belen Ibanez

Senior Product Designer | UX Engineer

Barcelona, Spain | +34663403998 | belenibanezm@gmail.com | belenibanez.com | linkedin.com/in/belenibanez

PROFILE

Senior product designer and UX engineer with 15 years of experience designing and building complex B2B SaaS products across FinTech, cybersecurity, and AI. Specialises in data-heavy interfaces where UX directly shapes how professionals make decisions under time pressure. Works end-to-end with no handoffs: from discovery and problem framing through interaction design, design systems, and front-end implementation in React and TypeScript. Actively uses AI tools including Cursor, Lovable, Figma Make, and Stitch as core parts of the design and delivery workflow.

EXPERIENCE

Senior UX Engineer | Bank of America

Sep 2024 – Dec 2025 | London, UK (Hybrid)

- Owned end-to-end design and front-end engineering for enterprise trading and compliance platforms used by institutional traders and operations teams.
- Designed information architecture and data visualisation for finance dashboards, compliance reporting, and decision-support workflows covering thousands of accounts and complex rule logic.
- Translated complex financial and regulatory requirements into clear, structured interfaces for multiple user profiles: front-office traders, operations managers, and compliance reviewers.
- Built production React and TypeScript components directly in the engineering codebase, working without handoffs throughout the delivery cycle.
- Extended the shared Helix design system with new tokens, component states, and enterprise data patterns.
- Conducted usability sessions with traders, operations staff, and compliance SMEs; validated design decisions with quantitative usage data.
- Reduced go/no-go decision time by 67% across core trading workflows through improved information architecture and progressive disclosure.

Senior Product Designer | Adarma

Aug 2023 – Sep 2024 | London, UK (Hybrid)

- Sole designer on a cybersecurity operations platform for enterprise clients including large financial institutions.
- Designed end-to-end across all major product surfaces: threat triage dashboards, security policy configuration, SLA governance, compliance posture reporting, and client-facing analytics.
- Built the design system from zero in Figma with Tokens Studio; implemented in Storybook alongside engineering with no handoffs at any stage.
- Conducted user research directly with enterprise security analysts, CISOs, and operations managers; translated findings into measurable product improvements.
- Partnered with founders, product leadership, and enterprise clients to shape product direction and advocate for design quality at every level.
- Integrated AI tools for prototyping, component generation, and delivery acceleration throughout the product lifecycle.
- Clients renewed and expanded contracts following product launch.

UX Engineer | SilicoAI

Dec 2020 – Jun 2023 | London, UK (Remote)

- Led design for an AI-native enterprise B2B platform, designing interfaces that helped professional users understand, interrogate, and trust AI-generated outputs.
- Owned the full design process end-to-end: problem framing, interaction design, visual design, design system contribution, and front-end implementation.
- Used AI tools including Cursor, Lovable, Figma Make, and Stitch actively throughout the workflow to accelerate prototyping and reduce friction with engineering.
- Worked fully remote in a distributed async environment with high autonomy.

Senior UX/UI Developer | Band of Coders

Oct 2019 – Jan 2021 | Remote (Contract)

- Designed and delivered end-to-end UX and front-end development for B2B SaaS enterprise clients across concurrent product engagements.

UX Designer | Tipit LLC

Dec 2017 – Aug 2019 | Remote (Freelance)

- Freelance UX designer for a portfolio of events-as-a-service products, designing end-to-end experiences for event discovery, booking, and service management workflows.

UX Designer | CareerList

Mar 2017 – Dec 2017 | Remote (Contract)

- Designed core matching and discovery workflows for an HR platform connecting candidates with leaders and teams based on team dynamics and working culture.

Senior UX/UI Developer | Emerios

Dec 2013 – Mar 2017 | Buenos Aires

- Led UX and front-end development for a B2B customer enrollment and TPV compliance platform, designing transaction verification flows, qualification workflows, and omnichannel sales interfaces for regulated service providers.

UX/UI Developer | Qubit.tv

May 2011 – Dec 2013 | Buenos Aires

- Designed and built UX and front-end for a TV-on-demand streaming platform, owning content discovery, viewing, and management experiences end-to-end.

SKILLS

Design	Product design, interaction design, UX research, usability testing, data visualisation, information architecture, design systems, prototyping, accessibility (WCAG 2.2), Figma, Tokens Studio, Miro
Front-end	React, Next.js, TypeScript, Svelte, SCSS, Tailwind CSS, Storybook, HTML, CSS
AI tools	Lovable, Cursor, Figma Make, Stitch, Claude, ChatGPT
Tools	Jira, Productboard, Notion, GitHub, Linear

EDUCATION

Master's in Visual Communication, Universidad Nacional de Rosario 2019

Diploma in UX Design, ITBA Buenos Aires 2013

Bachelor's in Graphic Design, Nueva Escuela de Diseno 2008