

Marta Fuster Barutell

User Experience Designer & Researcher

"Simplifying complexity to achieve results."

Key achievements

Reduced Average Handling Time (AHT) and improved usability in Sky's call centre platform, **delivering measurable savings to the business.**

Developed a UX strategy to support organisational change at Sky Business Technology.

Led the UX transformation of BiP's legacy procurement platform, including a **scalable, multi-brand design system**, resulting in a full rebuild with positive customer feedback.

Initiated and led the **Debate Club at AND Digital**, fostering critical thinking and communication.

Experience

Career Break

2025 - present

- Developed a handcrafted lighting **product from concept through design**, prototyping, sourcing, branding, pricing, and initial sales, gaining first-hand experience of the end-to-end process of bringing a physical product to market..
- Continued professional development through courses and **self-directed learning** in product management, AI, and Figma, whilst freelancing.
- Travelled across Europe and North Africa, **broadening my understanding of different cultures** and user perspectives.

Experience Design Consultant

AND Digital | Edinburgh/Glasgow, UK | 2022 - 2025

Sky

UX designer across value streams on Sky's internal tooling platform, working autonomously and in collaboration with UX, UI, product owners,

Details

Location

Glasgow, U.K.

Mobile

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Email

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Portfolio

www.martafusterbarutell.online

LinkedIn

www.linkedin.com/in/marta-fuster-barutell

Toolkit

Agile | Kanban | Figma | Figjam | Adobe Creative Cloud | Miro | Zeplin | Jira | Confluence | Google Workspace | HTML | CSS | Chat GPT | Claude | Copilot | Vibe coding

Core skills

User-centred design | User research | Interface design | Wireframing | Prototyping | Information architecture | Usability testing | Agile methodologies | Systems thinking

business analysts, developers, solution architects, project managers and directors.

- **Reduction of AHT of up to 65%** on CRF handling, delivering financial savings whilst **improving usability and accessibility** for our users.
- Led the **introduction of Sky Protect**, a new value proposition, into internal tooling.
- **Aligned** stakeholders around research insights and value, whilst keeping to company objectives.
- Collaborated with the wider UX/UI team to **develop design principles**, and maintain consistency and coherence across value streams, **advocating for user-centred design**.

Sky Business Technology

Assessed the potential impact of introducing a third-party platform into Sky Business call centre operations, focusing on advisor workflows and the wider customer experience.

- **Conducted user research with advisors** to understand existing workflows, tools, and service interactions.
- Identified user needs, dependencies, and opportunities for improvement.
- Delivered user and customer **research insights**.
- Developed and **delivered a UX Strategy** aligned with organisational change.
- **Advocated for Service Design** practices.

Senior User Experience Designer

BiP Solutions Ltd | Glasgow, UK | 2020 - 2022

Established and embedded UX practices within a cross-functional product environment while leading the regeneration of Delta, a legacy B2B SaaS procurement platform.

- **Introduced user-centred design processes** across product, development, and QA teams, helping build organisational understanding and adoption of UX practices.
- Led collaboration between stakeholders, product owners, developers, and testers to **align user needs with business and technical requirements**.
- Simplified complex workflows and designed new platform features informed by user research, analytics, and stakeholder insight.
- **Delivered a regenerated platform** that received positive customer feedback and improved overall usability.
- **Built a scalable and reusable design system** across digital products to support consistency and efficiency.
- **Introduced WCAG AA accessibility standards** into product delivery practices.
- **Supported the growth of UX capability** through mentoring junior designers and contributing to the expansion of the UX function.

Soft skills

Collaboration | Communication |
Critical thinking | Problem-solving

Interests

Data visualisation | Sociology |
Psychology | Human memory |
Behavioural science

Courses

Fundamentals of Machine Learning and Artificial Intelligence
AWS
Design for the 21st Century
Interaction Design Foundation
Learn Accessibility
web.dev
Digital Transformation
This is Milk

Education

PhD in Contemporary Art
On hold: UPV/EHU, Spain
MLitt Fine Art Practice
Glasgow School of Art, UK
BA (Hons) Fine Art
Winchester School of Art, UK
International Baccalaureate
The International School, Chile

Languages

Proficient: English and Spanish.
Basic: Portuguese, French and Italian.

UX/UI Designer

Clydesdale Bank | Glasgow, UK | 2017 - 2018

Worked within the UX team on customer-facing digital experiences across CYBG's web platforms.

- Designed wireframes, prototypes, and UI assets for new and existing customer journeys.
- Conducted user, competitor, and analytics **research to inform design decisions and identify experience improvements.**
- Contributed to the **creation and maintenance of pattern libraries** to support consistency across digital products.
- Collaborated with cross-functional teams to **translate user and business needs into intuitive digital experiences.**

Additional Experience

2005 - 2019 | **Freelance Digital Designer** | Spain/UK

2003 - 2005 | **Senior Web and Graphic Designer** | Alto, Spain

2002 - 2003 | **Web Designer** | Tecknosfera DBNet, Spain

2000 - 2002 | **Junior Web Designer/Programmer** | Astii, Spain