

Mariona Mercadal

UX & UI Designer

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Experience

2022 – Current (Tokyo)

Rakuten (Rakuten Travel) | UX & UI Designer

One of Japan's largest online travel platforms, part of Rakuten Group (~2.1B members worldwide), 34,000+ properties, 9 languages.

- Redesigned the provider page's rooms & plans section, lifting booking-CTA click-through by +1.37pp
- Designed the Multi Destination Project, expanding the business from selling only Japan hotels to also selling overseas hotels
- Evolved the Design System for scalability
- Leading the Global Design Initiative (CMH): rolling out the domestic redesign to the global market and merging the domestic and overseas apps into a single unified design

2018 – 2022 (Barcelona)

NTT Data | UX & UI Designer

Spain branch of NTT Data, a global IT services and consulting company. Designed digital products for major clients including Airbus, LaCaixa, Zurich, and the European Patent Office.

- Covered the full UX/UI lifecycle across insurance, banking, aerospace, and public-sector projects
- Ran user research (benchmarking, personas, workshops) and interaction design (flows, sitemaps)
- Designed UI for iOS, Android, and responsive web, working within existing design systems or building new ones
- Led client-facing meetings: presented mockups and prototypes to stakeholders and gathered feedback
- Ran user testing to iterate on solutions
- Collaborated closely with developers and cross-functional agile teams through design handoff

2016 – 2018 (Barcelona)

King E-client | UX & UI Designer

Consultancy specializing in digital banking. Designed transactional banking products for international banks including Deutsche Bank, Riyad Bank, and VallBanc.

- Owned the full design lifecycle (research to high-fidelity UI) for transactional banking
- Designed for app, web, ATM, and Apple Watch (iOS and Android)
- Defined interaction and visual style; delivered style guides and assets for development

2015 – 2016 (Barcelona)

WeLoveWebs | Graphic & Web Designer

Digital agency focused on e-commerce. Worked for clients including Mister Traster and several online pharmacy stores.

- Designed e-commerce websites and full public portals across multiple devices
- Grew from web design into early UX work: UX reviews, competitive benchmarking, and wireframes
- Built pages in WordPress

2014 – 2015 (Barcelona)

Whads Accent | Graphic & Web Designer

Digital communication agency. Worked for clients including Gran Teatre del Liceu, Roca, and SebaMed.

- Produced branding and print pieces (logos, posters, brochures)
- Designed newsletters and responsive websites
- Prepared assets for development handoff

Education

2015 – 2016 (Barcelona)

Master in Web Design

BAU

2011 – 2015 (Barcelona)

Degree in Art and Design

Escola Massana

Toolbox

Figma

FigJam

Adobe Creative Cloud

Claude Code / AI Tools

Microsoft 365

UX/UI

Design Systems

Prototyping

Interaction Design

Responsive Design

UX Research

Usability Testing

Design Handoff

Human skills

Critical Thinking

Problem Solving

Analytical Thinking

Adaptability

Collaboration

Industries

Travel

Banking

Insurance

Industrial

Public Sector

Languages

Spanish (Native)

Catalan (Native)

English (C1)

Japanese (N4)