

Patricia Pascual

Senior Product Designer — B2B SaaS, developer tooling & observability

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15 years in design, the last decade on complex platforms and B2B SaaS. I work where the data is dense and the stakes are high — technical, developer-facing products — bridging product strategy and design systems so the experience stays coherent as it scales. I lead end to end, from discovery through implementation, and I prototype in code so the conversation with engineering is about the real thing rather than a picture of it.

EXPERIENCE

Jul 2024 — Now
Remote, Spain

Elastic

Senior Product Designer, Observability

Designing end-to-end experiences that help engineers and operators make sense of complex systems: how users ingest, explore and act on telemetry across logs, metrics, traces and alerts.

- **Elastic Streams** — key designer on how raw ingested data becomes structured, referenceable entities: partitioning, schema management, retention. Shaped the end-to-end experience across ingest-time and query-time processing so users can turn unstructured data into something they can act on.
- **Logs and Tracing in Discover** — improving how users query and visualize data, with a focus on flexibility, clarity and insight-driven exploration.
- **Ensemble** (internal tool) — designed the experience for creating on-demand Elastic environments for testing and demos, simplifying complex orchestration tasks.

Aug 2020 — Jul 2024
Barcelona

New Relic

Lead Product Designer — Design System, Platform Oct 2022 — Jul 2024

- Maintained and scaled the design system serving **900+ engineers and 30–40 designers** across time zones, and improved the design language for consistency and scalability.
- Designed components, patterns and frameworks used company-wide, from identifying the need through documentation, rollout and adoption support.
- Presented initiatives to leadership forums, ran design reviews and supported teams across the organisation.

Senior Product Designer — Design System, Dashboards & Data Exploration Aug 2020 — Oct 2022

- Drove the end-to-end design process for dashboards, data exploration and data visualization, keeping it connected to the overall product experience.
- Championed a developer-centric experience grounded in user research and analytics insights.
- Applied both big-picture thinking and close attention to detail to complex technical problems in a fast-paced environment.

Sep 2017 — Aug 2020
Barcelona

Edpuzzle

Head of Design May 2019 — Aug 2020

- Managed a small but mighty team of **3 direct reports** — workload, mentoring on design process, professional growth and team culture — and took part in every major design hiring decision.

Product Designer Sep 2017 — Aug 2020

- Designed features and services end to end across Android, iOS and Web, from early research and conceptualization to the smallest details.
- Built a deep understanding of users to identify insights and opportunity spaces, proposing ideas and solutions rather than waiting for briefs.
- Documented strategy, critical decisions and trade-offs to address ambiguity; treated accessibility as part of the design, not a later pass.

Oct 2015 — Sep 2017
Barcelona

Wallapop

Product Designer

- Mobile-first second-hand marketplace with **15M+ users**. Worked on the team responsible for monetizing the platform on iOS and Android, and on a heavy-duty back office for the moderation team.
- Identified and solved problems directly impacting revenue, and acted on opportunities to improve the product.
- Defined problems and goals, mapped UX flows, prototyped interactions and oversaw implementation in close partnership with engineering.

Until 2015
Barcelona ·
Zaragoza

Earlier work

Art Director · Graphic Designer · Freelance

- Before moving into product, I worked as an art director in advertising agencies on campaign concepts and art pieces for clients including **Levi's**, **Moët & Chandon** and **Ray-Ban**.
- Alongside that, I freelanced and collaborated with design studios on artwork, screenprinting, editorial and identity work — where I learned to make things with my hands before I made them on screen.

TEACHING

Mar — Oct 2021
Barcelona

SHIFTA by Elisava

UI Design Lecturer — Master in UX/UI: Web Design and Digital Product

Interface design lecturer across two editions of the master.

EDUCATION

2012 — 2013

Elisava, University School of Design and Engineering of Barcelona

Postgraduate Diploma — Art Direction

2008 — 2012

Escuela Superior de Diseño de Aragón

Bachelor's Degree — Graphic Design

2006 — 2010

Universidad de Zaragoza

Bachelor of Arts — Art History, Criticism and Conservation

SKILLS, LANGUAGES & CERTIFICATIONS

PRACTICE

Product strategy · B2B SaaS product design · design systems · information architecture · data visualization · accessibility · research and analytics

BUILDING

React + EUJ · Figma · prototyping in code · Git and PR workflow

LANGUAGES

Spanish — native · English — full professional (EF SET 80/100, C2)

CERTIFICATIONS

Outcome-Driven UX Metrics · Advanced Strategic UX Research · Responsive Web Design