

Marco Marino

Senior Product Designer — 15 years in two-sided marketplaces, 9 at The Knot Worldwide. Design systems in Figma and in code.

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EXPERIENCE

Senior Product Designer — Independent · Self-employed Dec 2025 – Sep 2026 · Barcelona

Contract work in design systems and design engineering, between two team roles.

Rightboat — marine marketplace, 1M+ monthly page views. Client since Jul 2024, on retainer through Sep 2026. I ran El-Captain DS end to end: foundations, primitives and patterns, Figma and code verified against each other token by token. Code Connect mappings written and validated, not published (11/17 primitives, 7/18 patterns). Built and validated in a React prototype. Production stays on Rails + Hotwire, and the prototype is not connected to it. Tested the system on coding agents: on a page generated from scratch, agents used its tokens and components and wrote no literal colours in 8 of 9 runs.

+55% leads per page view · +61% email leads per month · Flat traffic, none of it bought

Plinng — multi-agent AI platform, Dec 2025 – Mar 2026. A suite of agents with no system holding them together. I made the case that it belonged in code, not only in Figma, and built the first version: tokens, React 19 + TypeScript components, Storybook as the shared surface with the front-end team.

Senior Product Designer — Marketplace · The Knot Worldwide Jan 2025 – Dec 2025 · Barcelona

Vendor side of the marketplace: discovery, pricing, conversion and post-enquiry flows.

Senior Product Designer — Global Growth Zone · The Knot Worldwide Apr 2022 – Jan 2025 · Barcelona

Owned design across the top of the funnel of the #1 US wedding marketplace — 16M annual visitors, 200,000+ vendors. Rebuilt the Style Quiz into an AI visual-search personalization engine over two sequential A/B experiments. Replaced seven one-off product landing pages with a modular section system. Designed AURA, the internal AI research platform, embedded with the User Research team.

Style Quiz +17% HVA, +10.8% lead submissions · LP system +5% pre-HVAs · AURA: research cycles 3–4 wks → 5–7 days, +60% insight reuse

Senior Product Designer — Wedding Websites & Tools Zone · The Knot Worldwide Jun 2019 – Mar 2022 · Barcelona

Directed design for the Wedding Websites & Tools division. Held a multi-brand information architecture across ES, UK and US on a shared design system.

Product Designer · Bodas.net (The Knot Worldwide) Apr 2018 – Jun 2019 · Barcelona

User Interface Designer · Bodas.net Apr 2017 – Apr 2018 · Barcelona

UX and UI for the Spanish wedding planning platform — user flows and responsive design for the ES market.

Visual Designer / Graphic Designer · Fuego Camina Conmigo 2015 – 2017 · Barcelona

Decathlon, Estrella Damm, PepsiCo. Designed Decathlon Spain's digital style guide and three reusable landing templates — single product, multi-product, catalogue filters, specified for desktop and mobile — so three agencies producing dozens of campaigns a year worked from a shared frame instead of a blank canvas. Shipped across Kipsta, Quechua, Artengo, B'Twin and Decathlon's corporate and sustainability sites. 2016, before "design system" was standard vocabulary in Spanish retail e-commerce.

FDV Consulting (2014–2015) — Hospitality & retail · Evento Xtra (2012–2014) — European event network

AI & CODE

Claude Code and Cursor daily — prototyping, production components, AI-native products. Built: **Synthetic Users Lab** (AI-powered UX research, live), **ShareCrew** (festival logistics PWA), **Noah** (AI meeting minutes).

TOOLS & SKILLS

DESIGN	Figma, Figma Variables, Tokens Studio, Code Connect, Design Systems, Prototyping, User Testing, Miro
CODE	React 19, TypeScript, Next.js, Tailwind v4, Vite, Storybook, Vitest, shadcn/ui, GitHub Actions
AI	Claude Code, Cursor, LLM integration
PROCESS	A/B testing, Data-driven design, Cross-functional collaboration

WRITING & EDUCATION

“Tu primer libro de Product Design” — Amazon KDP (June 2025), written in Spanish · “Design faster with AI” — Guide (2026) · “MWC 2026” — LinkedIn

ILAS — Accademia Italiana di Comunicazione Visiva · Graphic & Web Design (110/110)