

MARÍA BERROCAL

PRODUCT DESIGNER

I started in consulting, working on digital transformation projects across Latin America, and moved steadily closer to the product itself. Today I lead multiple initiatives across two B2B platforms at Waterplan, from early discovery to launch, working with Product, Engineering, Revenue and customers to turn complex requirements into products that are useful, intuitive and built to evolve.

I **enjoy the messy part: questioning the first problem presented**, understanding how everything connects and figuring out what actually needs to be built. I'm most drawn to teams where ideas move quickly from exploration to execution. That's also how I work: as an AI system builder, I use AI to move from idea to working product in days, prototyping, coding and shipping real tools, not just designs.



01 EXPERIENCE **Waterplan** Senior Product Designer

2022 – Present

CURRENT

End-to-end product designer across two B2B SaaS platforms, owning multiple product initiatives from early discovery to launch.

- Lead the design of new products and features, from framing the problem and shaping the solution to prototyping, validating and shipping.
- Work closely with Product, Engineering, Revenue teams and customers to turn complex, data-heavy requirements into intuitive experiences.
- Partner with research to uncover the real needs behind customer requests, and bring a strategic voice to product decisions.
- Define information architecture, navigation and data visualization for complex B2B products.
- Support engineering through delivery, adapting designs to technical constraints and keeping quality high in a fast-moving team.

EY Design Studio UX/UI Designer

2021 – 2022

UX/UI designer in a multinational design team, building digital products for clients across industries.

- Translated research findings and business requirements into product architecture, user flows and interfaces.
- Designed, prototyped and tested experiences with end users, iterating based on what we learned.
- Simplified complex processes into clear, easy-to-use experiences for non-digital audiences.
- Worked alongside client Product and Engineering teams from design through implementation and launch.

EY Consulting Senior Consultant

2018 – 2021

Consultant on strategy and digital transformation projects for financial services clients across Latin America.

- Analyzed business problems, processes and customer needs to define solutions for complex organizational challenges.
- Connected business, operations and technology teams to deliver transformation initiatives.
- Developed the business and systems thinking I bring to product design today.

02 EDUCATION **Universidad de Los Andes - Colombia**

2013 – 2018

Business Administration and Management

03 STRENGTHS **PRODUCT THINKING**

Framing the right problem before drawing the first screen.

VISUAL DESIGN

Interfaces held to a level of detail you can feel.

HIGH-PRESSURE, FAST-PACED

Shipping inside fast-moving teams, next to Product and Engineering.

Frame it. Craft it. Ship it. **On repeat.**

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