

Eliana Cascales Torres

Senior Product Designer | AI Product Design | Product Management

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SUMMARY

Senior Product Designer with 20+ years in digital design. I design AI-powered products and take them from idea to production, prototyping in code, not just in Figma. Over six years at Pegasystems designing and building interfaces for banks, insurers and public bodies across Europe, where I also trained the team, documented components and set up processes to keep projects consistent. In 2026 I launched two AI products of my own. Google Project Management Certificate and a diploma in Product Management. Open to remote roles and freelance projects.

Portfolio with 3 case studies: elianact.com/en/cv

EXPERIENCE

Founder & Product Designer — hithabit and Liberta Labs

2026 – Present | Remote

I design, build and ship AI products end to end with Claude Code, Next.js and Vercel: hithabit (since January 2026) and Liberta Labs (since June 2026).

- **hithabit** (launched September 2026): web platform for goals and productivity with an AI coach on WhatsApp and Telegram. Product definition, UX/UI, branding, content and AI-assisted development.
- **Lab Beauty** (Liberta Labs): SaaS for beauty salons that wins back clients, fills calendar gaps and requests Google reviews. Admin dashboard, automated campaigns, QR/NFC sign-up and Cal.com integration.
- Process automation with n8n and rapid prototyping with Cursor and Lovable.

Senior UI Solutions Developer (Sr Frontend Developer from 2024) — Pegasystems

April 2019 – July 2025 | Clients across Europe

- 20+ enterprise projects across Europe for banking, insurance and the public sector, in large, international, cross-functional teams.
- Built a component catalog for each project: reusable components, a style guide adapted to the client's brand and best practices for creating new pieces, with attention to accessibility, responsive design and branding.
- Set up processes so UI was considered from the start of development.
- Trained colleagues and teams in UI/UX; progressively adopted React.

Founder & CEO — Lyzaroo

2018 – 2019

Platform that connected people changing careers with professionals from the field they wanted to move into.

Web, UI & Digital Marketing Designer — Freelance, agencies and RSI

2005 – 2017

- Web, graphic, UX and online marketing work for brands including Disney, Vodafone, Havaianas, Trivago and Mahou.
- At RSI, designed interfaces for retail banking (Caja Rural).
- Launched my own ventures and helped others launch theirs.

SKILLS

- **Product & design:** product design, UX/UI, user research, information architecture, design systems and component catalogs, prototyping, accessibility (WCAG), responsive design.
- **AI & development:** generative AI, assistant and agent design, prompt design, code prototyping, Claude Code, Cursor, Lovable, Next.js, Vercel, HTML/CSS, React (basic).
- **Automation:** n8n; WhatsApp, Telegram and Cal.com integrations.
- **Management:** product management, project management, agile, documentation, team training.
- **Tools:** Figma, Claude, ChatGPT, Notion, Sanity, Stripe.

EDUCATION, CERTIFICATIONS & PUBLICATIONS

- **Google Project Management Professional Certificate** — Coursera, 2026.
- **Diploma in Product Management** (130 h, with distinction) — Universidad Hemisferios / INESEM, 2025.
- **Pega Constellation Adoption** — Pegasystems.
- Earlier education: Postgraduate degree in Digital Marketing (Universitat Abat Oliba CEU), Illustration (ESDIP) and web development.
- Author of *Mi sitio en Internet: guía para novatos* (My Website: A Beginner's Guide) — Ra-Ma, 2013.

LANGUAGES

- Spanish: native. English: professional (C1), daily work with international clients and teams.