

Marcela Espinosa

Senior Product Designer focused on **AI-assisted products** and **enterprise SaaS platforms**. Experienced in designing scalable systems that simplify complex workflows through research-driven product design.

Tijuana, Baja California, Mexico | marcela.espinosaallende@gmail.com | Portfolio: <https://marcelaespinosaa.github.io>

Experience

DRATA | Senior Product Designer

Aug 2022 – Present

Designed enterprise product experiences for a compliance automation platform, collaborating with **10+ product managers** and up to **10 engineering pods** across the organization.

- Delivered Drata's first **Vendor Risk Management AI Agent**, a guided AI-assisted experience that evaluates vendor risk and generates structured assessment summaries.
- Partnered with **6 enterprise customers** to validate agent workflows and refine the experience prior to broader release.
- Established **foundational AI UX patterns, guidelines and design principles** for AI features at Drata, shaping early standards for agentic and conversational experiences across the platform.
- **Led research and product design for Evidence Library**, enabling compliance evidence to be reused across multiple controls and automatically synced with engineering tools such as Jira, ServiceNow, and Asana.
- Conducted **50+ customer interviews and usability sessions** across initiatives to identify workflow pain points and guide the design of automation and AI-driven product capabilities.
- Helped deliver Constellation, a **platform-wide redesign** that reimaged the entire Drata product experience and implemented a new design system across the platform.
- Authored **design specifications for design system components** to support engineering implementation.
- **Delivered new Trust Center capabilities**, including an analytics dashboard and a Salesforce integration that automates document access approvals using CRM data.
- Led **research synthesis and platform evaluation** for Drata's **notifications infrastructure**, contributing to the decision to migrate vendors.

HealthCare.com | Product Designer

Sep 2021 – Jul 2022

Designed user experiences for an online health insurance marketplace, collaborating closely with a dedicated research team.

- Conducted **moderated user interviews and usability testing** across the insurance quoting journey.
- **Synthesized research insights to identify usability and trust issues** impacting plan selection and conversion.
- Redesigned **landing pages, quoting flows, and checkout experiences** to improve clarity and user confidence.
- Introduced clearer **information architecture and comparison features** to help users navigate complex insurance options.

Strut Learning | UXUI Designer

Dec 2020 – Sep 2021

Designed digital learning experiences for Emojo, an adaptive learning platform supporting academic and emotional development.

- Designed UX and interface components for a **personalized learning platform** used by both teachers and students.
- Collaborated with product and engineering teams to deliver **adaptive learning experiences** and curriculum features.
- Conducted **iterative design exploration and usability testing** to improve engagement and accessibility.

Education

Cetys Universidad

2018 - 2020

Master's degree, Engineering and Innovation

2010 - 2014

Bachelor's degree, Mechatronics

International Exchange: Università degli Studi di Bergamo, Italia.

Publications

Nov 2021

Designing Support Tools for Young Adults with Autism to Self-Manage Stress and Anxiety

Published in ACM Digital Library: <https://dl.acm.org/doi/abs/10.1145/3488392.3488394>

- Conducted HCI research using user-centered and participatory design methods.
- Designed and tested low- and high-fidelity prototypes with stakeholder evaluation.
- Explored interaction design approaches for mental health support tools.

Skills & Languages

Skills

Product Design & UX Strategy
AI & Agent Experience Design
Enterprise SaaS
User Research & Usability Testing
Workflow Automation
Design Systems
Interaction Design
Cross-functional Collaboration
Figma
Dovetail

Languages

Spanish - Native
English - Native proficiency