

Rebeca Peláez

Senior Product Designer · London, UK.

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[LinkedIn](#)

Senior Product Designer with 3 years of experience designing complex B2B SaaS platforms in regulated environments (tax and finance). Specialised in user research, information architecture, and data-heavy workflows, with a strong focus on improving usability and adoption — grounded in an MSc in Social and Cultural Psychology from LSE.

EXPERIENCE

Senior Product Designer · EY

Aug 2025 – Present

Beehive — B2B SaaS platform for tax and finance professionals, 2,000+ global clients

- Led end-to-end design of the Workflow Bulk Edit feature, enabling tax professionals to update up to 100 tasks simultaneously — resolving a critical manual bottleneck on large, multi-entity client engagements.
- Directed user research across the Workflow product area, identifying friction points in task management flows and reducing task completion time by 20%.
- Shaped information architecture for new Beehive features, organising complex tax and financial data into clear, navigable structures for professional users.
- Contributing to design of the Files product area, including EYMyDocs sync status visibility and a Workflow-style table view — navigating compliance requirements and the SharePoint mental models of professional tax users.

Product Designer · EY

Jan 2023 – Aug 2025

Beehive — B2B SaaS platform for tax and finance professionals

- Led design of the Information Request (IR) feature end-to-end, increasing IR adoption by 60% across 2,000+ global clients through moderated usability testing and stakeholder-integrated design.
- Conducted user research across 15+ projects, recruiting and managing 100+ participants using generative research, contextual inquiry, journey mapping, and usability testing.
- Built a research participant database in Pendo Analytics, standardising recruitment and insight tracking — reducing team time-to-insight by 30%.
- Maintained Beehive's design system and ensured WCAG compliance across product areas, enabling faster and more consistent design-to-development handoffs.

Research Assistant · LSE

Jan – Sep 2021

Department of Social and Cultural Psychology

- Coded and synthesised qualitative data in NVivo for Dr Gillespie's academic journal publication.

EDUCATION

MSc Social and Cultural Psychology · London School of Economics

2020 – 2021

BA (Hons) Contemporary Media Cultures · University of the Arts London

2016 – 2020

CERTIFICATIONS

UX Research Bootcamp · Memorisely

2023 – 2023

UX/UI Design Bootcamp · Memorisely

2020 – 2021

SKILLS & TOOLS

Design & Research: Figma, FigJam, FigmaMake, Claude, Pendo Analytics

Methodologies: Usability Testing, Generative Research, Contextual Inquiry, Journey Mapping, A/B Testing, Information Architecture

Languages: Spanish (Native) · English (C1, Full Proficiency) · German (B2, Working Proficiency)

VOLUNTEERING

Listener Volunteer · The Listening Place, London

2024 – 2025

- Face-to-face support for those who feel life is no longer worth living.

English Teacher Volunteer · PROAN A.C., Puebla

2019 – 2019

- Taught English to children aged 6–10; designed and iterated on lesson plans to improve learning outcomes in under-resourced community settings.