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Executive Summary

Versatile Senior Product & UX Designer with 15+ years of experience architecting scalable digital solutions for Global 500 companies including **Microsoft, Google, Aviva, and Citibank**. Expert in bridging complex business logic with intuitive user experiences in Fintech, Web3, Healthcare, and Enterprise SaaS. Proven track record in **Design Systems (DesignOps)**, cross-functional leadership, and leveraging **Generative AI workflows** to accelerate product delivery and innovation.

Technical Skills & Core Competencies

- **Design Strategy:** Product Strategy, User Research, Information Architecture, Interaction Design, User Journey Mapping, Rapid Prototyping, Accessibility.
- **Leadership & Ops:** Design Mentoring, Stakeholder Management, **DesignOps**, Hiring & Team Building, Workshop Facilitation (Design Sprints).
- **AI & Development: Vibe Coding (AI-assisted prototyping)**, Custom Figma Plugin Development, Frontend Awareness (HTML/CSS/WPF/Tailwind), LLM integration.
- **Tools: Figma (Expert)**, FigJam, AI Tools (Claude Code, ChatGPT, Copilot), Principle, ZeroHeight, Axure RP, Adobe Creative Suite, Sketch.

Professional Experience

Senior Product Designer | Aviva | May 2024 – Present (Projected May 2026)

- **Domain:** Digital transformation across Aviva Health (B2B/D2C) and Direct Wealth (Pensions, Investments, ISA/SIPPs).
- **Key Achievement:** Engineered significant performance gains for **SIPP transfers**, achieving a **15% reduction in onboarding drop-off**, a **49% reduction in investment choice abandonment**, and a **4% lift in overall journey conversion**.
- **DesignOps Innovation:** Scaled team efficiency by **developing custom Figma plugins** (Auto-annotations for A11y, Variable Color Matcher, Content Manager), automating repetitive documentation and accessibility tasks for the wider design organization.
- **Impact:** Delivered high-fidelity variable-based prototypes and enterprise-level components within a complex, high-compliance regulatory environment.

Design Lead | Socrates (Web3 Social App) | May 2023 – Feb 2024

- **Mentorship & Ops:** Scaled the design department from 0 to 5, implementing a formal mentorship program for junior designers and establishing high-speed creative workflows that **reduced design-to-development latency by 40%**.

- **Plato Design System:** Architected a comprehensive, token-based design system (Plato DS) using a variables-first approach (Primitives/Tokens). This unified mobile (iOS/Android) and responsive web platforms, ensuring 1:1 parity between Figma and code.
- **AI & UX Innovation:** Designed an AI-integrated question creation flow that used content-based formulas to generate contextually relevant, visually cohesive background images automatically.
- **Product Optimization:** Increased engagement by transitioning the UI to a "progressive discoverability" model, replacing data-heavy lists with interactive card stacks, carousels, and swipeable "Tinder-style" interaction patterns.

Lead UI Designer | Norman & Sons for Citibank | May 2022 – Mar 2023

- **Domain:** Global Institutional Banking & Fintech.
- **Key Achievement:** Facilitated a comprehensive UI audit and pattern library overhaul, **standardizing interfaces for 5+ internal global applications**.
- **Compliance:** Collaborated with Global Design Systems teams to ensure 100% compliance with institutional accessibility (WCAG) and production standards.

Lead UI Designer | Norman & Sons for ICIS | Feb 2022 – Apr 2022

- **Project:** Enterprise Platform Overhaul.
- **Impact:** Delivered a unified UI framework that significantly improved data visualization clarity for global energy and chemical market analysts.

Senior Product Designer | BlackSwan | Aug 2020 – Feb 2022

- **Domain:** Aviation Technology / Digital Transformation.
- **Aviation Transformation:** Lead Product Designer for *Beyond*, an end-to-end digital in-flight service platform for EasyJet. Designed a browser-based, contactless interface to digitize the passenger experience (in-flight menus, duty-free retail, and travel information).
- **Technical Execution:** Architected a robust, fully responsive design system in Figma to ensure performance across varied cabin Wi-Fi constraints and mobile devices, facilitating rapid cross-fleet deployment.

Selected Career Highlights (2007 – 2020)

- **Jelly:** Partnered with the founder to scale a kitchen-ops mobile MVP into a **comprehensive desktop SaaS**. Built the foundational Figma Design System and automated margin/allergen tracking modules.
- **Inconvo:** Directed the brand refresh and end-to-end product design for a conversational marketing platform. Re-architected the core UX from a standard data dashboard to an intuitive **"conversational-first" interface**, enabling businesses to manage complex customer interactions through automated chat flows. Delivered a comprehensive

responsive design system and high-fidelity interaction prototypes to streamline cross-platform deployment.

- **Octopus Wealth:** Led the "Lifeline" tool design, transforming complex data into a visual **Financial Health Score**. Prototyped high-fidelity horizontal-scroll interactions in Principle.
- **Square Enix:** Redesigned the *Triad Wars* web ecosystem, integrating live game data across three sources into a modular, color-coded fluid grid layout.
- **Canonical (Ubuntu):** UX/UI for Ubuntu Phone; pioneered gesture-based interactions and designed the modular, plugin-based Calculator and Weather apps.
- **Farfetch:** Product Designer for the internal Back Office platform. Optimized high-impact logistics workflows including global shipping lifecycle scheduling, boutique barcode management, and inventory duplicate detection. Utilized **Axure RP** for data-driven prototyping and pioneered a "**blockframing**" technique with **Principle** to facilitate rapid stakeholder alignment on complex interaction patterns during live meetings.
- **Trustology (Consensys):** Led the end-to-end product design and branding for a secure crypto-custody iOS application. Executed a rapid 3-month sprint covering brand identity (logo, hex-system), UX research, and high-fidelity prototyping in **Principle**.
- **Native Design for HP:** Lead UX/UI for Sprout by HP, a blended-reality platform. Designed a dual-screen ecosystem (vertical touch + 20-point touch mat) and custom gesture-based 3D scanning workflows for creative professionals. (Link to story)

Selected Client List

Google, Microsoft, Aviva, Native Design, Citibank, Telefónica/O2, BBVA, EasyJet, AMV BBDO, Walmart, IDEO, Acciona, Nomura International, BlackSwan Data, Consensys, Farfetch.

Education

Cádiz Art School | Associate Degree in Graphic Design, Typography, Digital Media & Branding

Languages

English: Professional Working Proficiency | Spanish: Native

References available upon request.

Thanks for your time.

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