

## Form, function, and strategy

I help companies design and build products that perform and scale.

### EXPERIENCE

#### **Element**, Product Design–Design Systems Lead

2021–2024, Remote (UK)

As a Senior Product Designer, I led the design of key new features and products from scratch and contributed to strategic redesigns. As a Design Systems Lead, I led the strategic Design Systems efforts across all products and platforms for [Element](#).

#### **Consultancy**, Product Design Consultant

2019–2021, Remote (Global)

Consulted for remote companies, designing SaaS products, creating scalable design systems, and delivering robust front-end components to drive user adoption and efficiency.

#### **Doist**, Design Engineer for Todoist and Twist

2014–2018, Remote (Global)

Led implementation of projects launched to millions of users in multiple languages. Built foundational design systems, product sites, blogs, help centers, and email systems. Authored the static front-end frameworks that powered most sites and the email system (millions/month) for [Todoist](#) and [Twist](#).

#### **Consultancy**, Design–Development Consultant

2008–2014, Spain

Co-founded a web design firm providing consulting, design, and development services for businesses, organizations, startups, and agencies.

Later, as an independent consultant, I provided design and development services for agencies, implementing projects for Fortune 500 brands like Philips and Coca-Cola.

### EDUCATION

#### **Product Design–Engineering**

Continuous learning

Always curious and passionate about growth, I continually expand my knowledge through quality resources — industry content, books, courses — on the intersection of design, technology, and business.

#### **Electronic Engineering BEng**

University of the Basque Country

Graduated in 2008 with First Class Honors for a final-year project focused on Web technologies

### EXPERTISE

#### **Product Design**

Product strategy. User experience. Interaction design. Visual design. Accessibility. Cross-platform design (Web, iOS, Android).

#### **Design Systems**

Design tokens. Component libraries. Guidelines. Governance. Advanced Figma authoring and management.

#### **Engineering**

Scalable, responsive CSS. Vanilla JS and Web Components. PHP frameworks and CMSs.