

Guillem Espias | CV

Senior Product Designer | UX & UI | Digital Product Strategy

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Locations: Stockholm (Sweden) - Barcelona (Spain) | European Union

Languages: English (Proficient/Fluent), Spanish (Native), Catalan (Native), Swedish (Beginner)

Overview

I'm a product designer from Barcelona, now based in Stockholm, with 15+ years of experience. I graduated in Design & Interactive Media in Manchester (2006–2009) and have specialized in product, UX, and UI design for the past decade, mainly in FinTech (8+ years), while also working with startups as a consultant and co-founder.

- Solution-Oriented:** I'm highly pragmatic, with a creative and lean approach to design, and a consistent drive for quality. A big part of my role is to bridge the gap between user needs, technical constraints, and business goals.
 - Full-Stack:** My expertise spans the entire design process, from research and strategy to UX/UI design and implementation, complemented by front-end experience and a strong product mindset.
 - Design Leadership:** I thrive in early-stage environments, having held leadership roles as Lead, Principal, and Founding Product Designer, where I've driven design strategy and execution from the ground up.
 - Lean Design:** I feel comfortable with ambiguity, adapting quickly to change, uncertainty, and fast-paced environments. I embrace failure as part of the learning process, combining experience with data-driven validation.
 - Team-Player:** I'm a hands-on, autonomous, and proactive designer who enjoys learning from others and mentoring in return. A team player who values cross-functional collaboration as key to success.
 - Product Management:** My experience as a startup founder, solo game developer (that's another story), and as an interim product manager has helped me develop solid product and project management skills.
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Core Competencies (Product, UX & UI)

- Define product vision & strategy (with stakeholders)
- Define user personas & journey maps (user-centered design)
- Information architecture & user flows
- Design wireframes & interactive prototypes
- Collaborate with engineers & PMs on implementation
- Create and maintain design systems & processes
- Conduct user research (data analysis, interviews, surveys, user testing, focus groups)
- Iterate on designs based on data & feedback
- Ensure accessibility & usability best practices
- Balance user needs, business goals & technical constraints
- Design leadership & strategy

Hard Skills

- **Proficiency in Figma:** Auto-layout, components, styles, variables (design tokens), Github integration, advanced prototyping (smart animation, conditional logic, operations).
- **Other tools:** Sketch, Affinity (Designer, Photo), Adobe CC (Illustrator, Photoshop, InDesign, Premier, After Effects, Animate), Cinema 4D, Unity (game dev, basic understanding of C#), Jira, Confluence, Notion, Trello, FigJam, Miro, LucidChart, Mural.
- **Quick prototyping:** Low & high-fidelity.
- **Front-end development:** HTML & CSS, basic understanding of Javascript.
- **Visual design:** Graphic design & brand identity, art, animation.
- **Lean Startup principles & methodologies:** MVP, build-measure-learn cycle, problem-solution & product-market fit (Business Model Canvas, Value Proposition Canvas), experimentation & A/B testing, customer development, lean analytics, Kanban, Agile Development.

Soft Skills

- **Cross-functional collaboration:** Experienced in working closely with product, engineering, and business teams to align goals and deliver results.
 - **Team player:** Contribute actively to team success, fostering a positive and collaborative work environment.
 - **Adaptable & principled:** Approachable and collaborative, with a flexible mindset. I confidently advocate for design principles and user needs while remaining empathetic to diverse stakeholder perspectives.
 - **Solution-oriented mindset:** Focused on solving challenges with a practical and strategic approach.
 - **Self-sufficient & proactive:** Take ownership, work independently, and step up to lead when necessary.
 - **Mentorship & knowledge sharing:** Enjoy mentoring and guiding peers, fostering a culture of learning and continuous improvement.
 - **Curious & always learning:** Stay up to date with emerging trends and technologies (e.g., AI, UX best practices) through books, research, academic studies, and experimentation.
 - **Product & Project Management:** Hands-on experience in planning, prioritizing, and executing different projects, with a comprehensive understanding of end-to-end product development.
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Education

Interactive Storytelling

2020 - 2021 | Uppsala Universitet | Design | Gotland, Sweden | Grade: Distinction (7.5 ETCS)

Game Design in Practice

2020 - 2021 | Uppsala Universitet | Design | Gotland, Sweden | Grade: Passed (15 ETCS)

Postgraduate in Business | Lean Startup Creation

2016 | Universitat Politècnica de Catalunya | Business | Barcelona, Spain | Grade: Merit (30 ETCS)

2008 - 2009 | Bachelor's in Design | BA (Hons) Design Futures

The University of Salford | Design | Manchester, UK | Grade: First Class Honours

Higher National Diploma in Interactive Media | HND Interactive Media Design

2006 - 2008 | City College Manchester | Design | Manchester, UK | Grade: Distinction

Permanent Work Experience

Founding Product Designer | Principal Product Designer

2020 - 2024 | Sileon (Paynova) | FinTech | Stockholm, Sweden

- Led Product Design from the ground up, establishing a design culture and laying the foundation for a growing design team while collaborating with the CPO to identify current and future needs, define role requirements, select candidates, conduct technical interviews, and provide ongoing mentorship.
- Directed Product Design strategy and execution during a major pivot from consumer-focused BNPL solutions to a SaaS-based BNPL platform, driving the process from conception to MVP, launch, and post-launch iterations.
- Contributed to the development and enhancement of a diverse range of products and projects, including fully responsive end-consumer applications, B2B SaaS solutions, and internal tools, collaborating closely with Product Designers, the CPO, Head of Product, PMs, POs, Tech teams (lead architects, front-end & back-end engineers), and Customer Support. Additionally, provided support to Sales and Marketing teams in product marketing efforts.
- Deployed and maintained design systems supporting Sileon's core business areas and product portfolios, fostering consistency, efficiency, scalability, reusability, and the application of best practices and user-centric solutions, in close collaboration with the front-end team.
- Played a key role in reducing user-reported issues related to Paynova's BNPL post-purchase experience by approximately 50% within a year (with the user base continuing to grow), resulting in a significant decrease in customer support issues and alleviating the workload on their team. This was achieved by improving the user experience of MyPages (end-user application), along with refining customer communications and invoice formatting. These enhancements were driven through a continuous build-measure-learn cycle, utilizing minimal resources and supported by a successful, cross-functional collaboration between design, product, engineering, and customer support teams.
- Took on the role of interim Product Manager for several projects to support the Product team during an internal restructuring and transition period.

Lead Product Designer

2016 - 2020 | Strands | FinTech | Barcelona, Spain

- Led product design with increasing autonomy, developing Strands' first design system for both web and mobile platforms, and taking on key responsibilities within the company's most strategic projects and products.
- Contributed to establishing a design culture within the organization by promoting best practices and a user-centric design approach.
- Played a key role in a two-year collaboration with Mastercard, designing solutions to integrate their services into Strands' products. This collaboration ultimately evolved into a formal partnership between Strands and Mastercard.
- Secured second place in its category at the 'Build an Open Bank Challenge,' the first design hackathon of its kind organized by Lloyd's in London in 2017. The event featured participation from 14 partnering organizations, ranging from major corporations to startups.
- Collaborated with a Business Insider analyst to explore how user-centered product design can help banks strengthen customer relationships.

Lead UI Designer

2016 | Wanup (Catalonia Hotels & Resorts) | TravelTech | Barcelona, Spain

- Designed the full prototype for Wanup's hotel booking platform and back-office, working closely with the UX Lead and Front-end team.

Webmaster I Graphic Designer

2011 - 2015 | ADP | HR Tech | Barcelona, Spain

- Managed ADP Streamline's Client and Partner portals, providing support to ADP Streamline users worldwide.
- Regularly designed and implemented HTML email templates.
- Assisted the Communications and Marketing teams with various graphic design tasks.

Web & Interactive Media Designer I Front-end Developer I Webmaster

2010 - 2011 | Vyrтуcom | Web Agency | Barcelona, Spain

- Designed and co-developed landing pages for multiple clients using HTML and CSS.
- Created standalone touchscreen applications for Piaggio Group showrooms in Italy using Flash and ActionScript.
- Managed and maintained the international websites for Aprilia, Vespa, Moto-Guzzi, Derbi, and Piaggio.
- Designed social media pages for Aprilia and Vespa.

Junior Web Designer & Developer I Junior Graphic Designer

2008 - 2009 | AMG | Creative Agency | Manchester, UK

- Designed and developed websites using HTML, CSS, Flash, and ActionScript, managing tight budgets and time constraints, while improving speed and efficiency to ensure on-time delivery.
 - Worked independently with clients on numerous graphic design assignments, including vouchers, restaurant menus, flyers, logos, and banner signs, in a fast-paced agency environment with tight budgets and time constraints.
 - Gained experience and took on more responsibilities, including leading art direction and design for key client projects.
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Gigs & Side Projects

Solo Developer

2021 - 2025 | The Campsite (Indie Game) | Gaming | Stockholm, Sweden

Co-Founder

2020 | Rid'm | SportTech | Barcelona, Spain

Lead Co-Founder

2016 - 2020 | Appventure Games | TravelTech | Barcelona, Spain

UX Designer (Consultant)

2019 | Genioo | E-Commerce | Barcelona, Spain

Product & Visual Designer (Consultant)

2017 | Savety | FinTech | Barcelona, Spain

UI Designer (Consultant)

2017 | Subasta de Ocio | E-Commerce | Barcelona, Spain

Founding Product Designer (Consultant)

2012 | Homestay Mountain | TravelTech | Zaragoza, Spain