

Product Design & Strategy

Hi! I'm Guillem.
Product Designer with 15+ of experience.
FinTech. TravelTech. Gaming.
Tech. Startups. Agencies.

Overview

- 01

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.
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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.
- 03

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.
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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.
- 05

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.
- 06

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.



2021-2024FinTech

Founding Product Designer I Principal Product Designer

Sileon (former Paynova) | Stockholm, Sweden

Overview

Sileon is a Stockholm-based fintech company specializing in BNPL (Buy Now Pay Later) solutions for banks, card issuers, fintechs, and merchants. Formerly known as Paynova, Sileon has developed a high-capacity, API-based BNPL SaaS solution that caters to both B2C and B2B markets.

- 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. Took on the role of interim Product Manager for several projects to support the Product team during an internal restructuring and transition period.

2016-2020FinTech

Lead Product Designer

Strands Labs | Barcelona, Spain

Overview

Founded in Corvallis, Oregon, in 2004 and headquartered in Barcelona, Strands is a fintech company specializing in digital banking solutions. As part of the CRIF group, Strands supports the financial wellness of over 70 million users and serves as a trusted partner to more than 700 banks worldwide.

- 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.

2008-2009DesignFirst Class Honours

Bachelor's Degree in Design

The University of Salford | Manchester, UK

2006-2008DesignDistinction

Higher National Diploma in Interactive Media

City College Manchester | Manchester, UK



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