Silvia Travieso González

Senior UI Designer | Design Systems Lead | Token Architecture | Tool Development

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✉ Contact

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📄 Summary

I build design systems that work in the real world—with metrics to prove it.

I built my last company's first design system from scratch, solo, in an engineer-first culture. The results: 90% QA reduction, 70% clean handoff rate, ~1,920 hours saved through component reuse, now deployed across 7 products. I didn't just design it—I built the automation too. I'm quick to adopt new technologies when they solve real problems: leveraged AI tools to build custom GitHub Actions that push design tokens from Figma straight into production CSS.

The last 2 years have been deep in UI and product work. I've stepped into product strategy on small teams with zero PM structure, co-owned full product lifecycles from pitch to MVP, and learned to think like a product person while staying a designer.

I think in systems and token architecture. I thrive in ambiguous environments where you have to build the plane while flying it. Currently developing a Figma plugin (under review by Figma for community release) that democratises design token workflows while seeking Senior UI Designer or Design Systems Lead roles where craft meets strategic impact.

📑 Technical Skills

Design & Prototyping

Figma, FigJam, TokenStudio Plugin, Figma Variables, Figma Prototypes, Figma Sites, Figma Slides, Miro

Version Control & Automation

Git, GitHub, GitHub Actions

Documentation & Collaboration

Confluence, Notion, Miro

AI Tools

Claude, Claude Code, GPT, Copilot, Perplexity

Front-end & Development

HTML, CSS, SCSS, JavaScript, GSAP, Anime.js, npm, Bootstrap

Plugin Development

Figma Plugin API

Standards & Specifications

DTCG (Design Token Community Group) spec, WCAG accessibility compliance

Research & Testing

Manual user interviews, questionnaires (Google Forms, Microsoft Forms)

🖥 Current Projects

Figma-to-GitHub Plugin

`December 2025 – Present · Under review by Figma for community plugins`

Building a Figma-native plugin that eliminates the TokenStudio workflow complexity and bypasses Figma API subscription barriers.

What it solves:

- Direct push from Figma Variables to GitHub (JSON format): no expensive API tier required
- Eliminates multi-step translation: Figma → TokenStudio → Git transformation
- User-controlled PR creation on push
- One-click GitHub Action deployment for automated CSS transformation

Status: Submitted to Figma for community plugin review, December 2025.

💼 Experience

Senapt

February 2024 - November 2025 (1 year 9 months)

Design System & Product Designer   `March 2025 — November 2025 (9 months)`

Built the company's first design system from zero while maintaining product design ownership. Started as UI Designer, proved the system's value through working proof-of-concept, evolved into design system leadership.

Key achievements:

- Secured CEO buy-in by building proof-of-concept showing real efficiency gains—working system beats theoretical pitch decks

- Built automated Figma-to-Git pipeline (with AI assistance) transforming design tokens into JavaFX-specific CSS

- Delivered measurable impact: **90% QA reduction, 70% clean handoff rate, ~1,920 hours saved** through component reuse

- Grew system from 150 messy tokens to **864+ systematically structured tokens** following DTCG spec and WCAG accessibility requirements

- Led adoption across **7+ products**, conducting audits to establish global token architecture serving 80% of use cases

- Ran workshops and training sessions to build design system culture and drive designer contribution

Product Designer   `September 2024 — March 2025 (7 months)`

Stepped into product strategy on 3-person team (back-end, front-end, me) with zero PM structure. Learned product thinking by doing it.

Key achievements:

- Co-owned full product lifecycle alongside back-end lead: CEO pitches, requirements gathering, user validation, market research, information architecture

- Co-drove product roadmap based on research insights and technical opportunities

- Designed comprehensive UI system + component library with detailed written handoffs

- Built two iterations of bespoke design system—this became the proof-of-concept that convinced leadership to invest in company-wide system

UI Designer   February 2024 – September 2024 (8 months)

Remote - Basingstoke, England, United Kingdom

Key achievements:

- Designed across multiple concurrent products at different stages ($0\rightarrow1$, in development, production, live)
- Optimised features for existing products with UX and UI improvements
- Established clean handoff processes with front-end developer working across 8-hour timezone gap

Silvarium Visuals

Freelance Designer   April 2021 – Present (4 years 9 months)

Barcelona, Catalonia, Spain

Brand Identity | Art Direction | Illustration | Front-end Design

Occasional freelance projects—brand work, illustration, front-end prototyping. 10+ clients including Spain's 2nd most influential aesthetic doctor (grew Instagram following from 14k to 140k). Full-suite brand work from identity to websites and social media. Medical illustration work published in Europe's leading cardiology journal.

Castlexperience   Assistant Community Manager

Barcelona, Catalonia, Spain   —   2 years 7 months (2019-2021)

Boyarsky Murphy Architects   Architect

London, United Kingdom   —   September 2017 - May 2018 (9 months)

rectArquitectos   Architect

Canary Islands, Spain   —   February 2016 - August 2017 (1 year 7 months)

🎓 Education

EINA Centre Universitari de Disseny i Art de Barcelona

2020 - 2021   Master's Degree, Graphic Design

Universidad de Las Palmas de Gran Canaria

2009 - 2017   Bachelor of Architecture (B.Arch.)

Politecnico di Milano

2012 - 2013   Erasmus: Bachelor of Architecture (B.Arch.), Architecture

🌐 Languages

Spanish: Native or Bilingual

English: Native or Bilingual

Catalan: Professional Working

Italian: Limited Working