

# Silvia Travieso González

Design Systems Lead | Token Architecture | Design Tooling & Automation

Barcelona, Spain

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## Summary

I build design systems that work in the real world and the tools that make them work better.

I built my last company's first design system from scratch in an engineer-first culture with zero existing tooling for our tech stack. Started as a UI Designer, proved the system's value through a working proof-of-concept, and evolved into design system leadership. The system now runs across 7 products with measurable efficiency gains and dramatically cleaner handoffs between design and development.

When existing tools didn't solve our problems, I built new ones: custom GitHub Actions pipelines, JavaFX-specific CSS transformation, comprehensive documentation systems. When I identified that our token architecture wasn't scaling, I led a complete mid-project refactoring—audited the system, identified structural failures, rebuilt it, and managed the transition without breaking production.

I'm quick to adopt new technologies when they solve real problems. Leveraged AI tools to build automation that pushed design tokens from Figma straight into production CSS. When I saw gaps in existing design token tooling, I didn't just complain; I built **Token Launch**, an open-source Figma plugin (now live in the Figma Community) that democratises design token workflows by eliminating TokenStudio complexity and Figma API subscription barriers.

**Currently seeking where systematic thinking meets technical execution and community contribution.**

## Current Projects

### Token Launch (Open Source Figma Plugin)

Nov 2025 - Present · Live in Figma Community

Figma Community: [Token Launch Plugin](#) | GitHub: [github.com/SilvT/Token-Launch-Plugin](https://github.com/SilvT/Token-Launch-Plugin)

Building a Figma-native plugin that solves fundamental design token workflow problems I encountered building enterprise design systems.

**The Problem:** Existing tools (TokenStudio) require syncing in-plugin variables with Figma's own variables; plus expensive Figma API subscription tiers and force multi-step translations (Variables → TokenStudio format → Git → transformation). This creates barriers for small teams and adds unnecessary complexity.

### The Solution:

- Direct GitHub push from Figma Variables (JSON format)—no API subscription required
- Eliminates translation layers while maintaining flexibility for custom transformations
- (upcoming) User-controlled PR and One-click GitHub Action deployment

## Experience

### Design System & Product Designer

Senapt LTD · Jan 2025 - Dec 2025 (11 months)

Product Designer - March 2024 - Jan 2025 (9 months)

Mid UI Designer - Jan 2024 - March 2024 (3 months)

Rapid progression from mid-level UI Designer to design system leadership in 12 months. Built proof-of-concept design system that convinced CEO to invest in company-wide infrastructure, then led that implementation across 7 products.

### Design System Architecture & Evolution:

- Built the company's first design system from zero in an engineer-first culture with no existing infrastructure for our JavaFX frontend stack
- Evolved token architecture following DTCG specification with WCAG accessibility compliance, implementing 4-layer system (Core → Semantic → Post-Semantic → Component)
- Led complete semantic refactoring mid-project: audited existing system, identified structural failures, designed improved semantic layer, created transition system to migrate without breaking production
- Refactored typography system from early-stage implementation to scalable token-based approach
- Established token governance, deprecation management, and systematic naming conventions

## Technical Implementation & Automation:

- Built automated Figma-to-Git pipeline using AI-assisted custom GitHub Actions
- Developed JavaFX-specific CSS transformation—studied JavaFX documentation to understand key differences from standard CSS, fine-tuned GitHub Action output for direct consumption by JavaFX team
- Created transformation system serving production needs with zero manual intervention
- Established async collaboration workflows with front-end developer across 8-hour timezone gap

## Documentation & Tooling:

- Built comprehensive Confluence documentation system from scratch (no existing tools for JavaFX design systems)
- Created Figma-based documentation for visual component reference and usage guidelines
- Developed systematic handoff processes for clean developer implementation

## Product Design & Strategy:

- Stepped into product strategy on 3-person team (back-end, front-end, me) with zero PM structure
- 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 across multiple concurrent products at different stages (0→1, in development, production, live)

## Adoption & Impact:

- Secured CEO buy-in by building proof-of-concept showing real efficiency gains—working system beats theoretical pitch decks
- Led adoption across 7+ products, conducting audits to establish global token architecture serving 80% of cross-product use cases
- Delivered measurable impact: 90% QA reduction, 70% clean handoff rate, ~1,920 hours saved through component reuse
- Ran workshops and training sessions to build design system culture and drive designer contribution
- Established governance processes for systematic evolution and deprecation management

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## Brand Designer & Developer

Silvarium Visuals · April 2021 - Present

### Brand Identity & Visual Systems | Web Design & Development | Brand Identity & Visual Systems

Design and build end-to-end: brand identity, web UI, and front-end development for each project, thinking systematically from concept through code.

#### Select Projects:

- **In-house designer for Clínica Fabero** (ongoing): Full-suite brand system from identity to website, social media, and product. Spain's #2 aesthetic doctor, collaborated since launch (5 years)
- **RENEW PCI** (ongoing, expanding 2026): Design lead for international cardiology conference and education series sponsored by Philips, Shockwave IVL, Abbott, and Cordis. Full design ownership across event identity, digital and physical materials, website, and social content
- **Medical illustration**: Published in Europe's leading cardiology journals - technical illustration requiring systematic visual approach
- 10+ additional projects for freelancers, SMEs, and family businesses

## Education

### Master in Graphic and Web Design

2020 - 2021 | EINA Centre Universitari de Disseny i Art de Barcelona

### Bachelor of Architecture (B.Arch)

2009 - 2017 | Universidad de Las Palmas de Gran Canaria

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## Technical Skills

**Design Systems & Tooling:** Figma, Figma Variables, Figma Plugin Development, Token Studio, Design Tokens, DTCG Specification, Component Libraries, Documentation Systems, Confluence, Notion

**Development & Automation:** HTML, CSS, SCSS, JavaScript, GitHub, GitHub Actions, CI/CD Pipelines, JavaFX

**Standards & Processes:** WCAG Accessibility, Token Architecture, Design System Governance, Cross-functional Collaboration, Async Workflows, Technical Handoffs

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**Spanish:** Native | **English:** Bilingual | **Catalan:** Profesional | **Italian:** Básico

**Reccomendations** available upon request