

# Silvia Travieso González

## Product UI Designer | Design Systems Lead

Barcelona & Canary Islands, Spain



### Contact

Email

[silvia.travieso.g@gmail.com](mailto:silvia.travieso.g@gmail.com)

LinkedIn

[Silvia Travieso Gonzalez](#)

Portfolio

[silviatravieso.com](https://silviatravieso.com)

## Summary

**Product Designer and Design Systems specialist** with proven track record building scalable design systems from zero. Delivered measurable impact: **90% QA reduction, 70% clean handoff rate, and approximately 1,920 hours saved** through systematic component reuse. Successfully led design system adoption across 7 products in engineer-first culture.

Technical expertise includes design token architecture, automated Figma-to-Git pipelines, and custom GitHub Actions development for production CSS delivery. **Currently developing open-source Figma plugin** (under review by Figma for community release) that democratises design token workflows.

Strong product design background with experience co-owning full product lifecycles, conducting user research, and driving product strategy in teams with zero PM structure. Combines strategic design thinking with hands-on technical implementation.

**Currently seeking Product Design or Design Systems roles** where systematic thinking meets technical execution and community contribution.



### Core competences

Design Systems • UI Design • Design Tokens • Component Libraries • Token Architecture • Figma • FigJam • TokenStudio Plugin • Figma Variables • Figma Plugin Development • Product Design • User Interface Design • Front-end Development • HTML • CSS • SCSS • JavaScript • GitHub • GitHub Actions • Design Automation • DTCG Specification • WCAG Accessibility • Cross-functional Collaboration • Async Team Collaboration • Design System Documentation • Confluence • Notion • Design System Adoption • Workshop Facilitation • Design System Governance • Brand Identity • Information Architecture • User Research • Prototyping • Design Handoffs



### Technical skills

**Design Tools:** Figma, FigJam, TokenStudio Plugin, Figma Variables, Figma Prototypes, Figma Sites, Figma Slides, Miro

**Development:** HTML, CSS, SCSS, JavaScript, GSAP, Anime.js, npm, Bootstrap, Figma Plugin API

**Version Control & Automation:** Git, GitHub, GitHub Actions

**Documentation:** Confluence, Notion, Miro

**Standards:** DTCG (Design Token Community Group) Specification, WCAG Accessibility Compliance

**AI Tools:** Claude, Claude Code, GPT, Copilot, Perplexity

**Research:** User Interviews, Questionnaires, Google Forms, Microsoft Forms

 Experience

## Senapt LTD

January 2024 – December 2025 (1 year 12 months)

### Design System & Product Designer

January 2025 – December 2025

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:

- Delivered measurable impact: 90% QA reduction, 70% clean handoff rate, approximately 1,920 hours saved through component reuse
- Built automated Figma-to-Git pipeline transforming design tokens into JavaFX-specific CSS using AI-assisted custom GitHub Actions
- Grew design system from 150 tokens to 864+ systematically structured tokens following DTCG specification and WCAG accessibility requirements
- Led design system adoption across 7+ products, conducting audits to establish global token architecture
- Secured CEO buy-in by building proof-of-concept demonstrating real efficiency gains
- Ran workshops and training sessions to build design system culture and drive designer contribution
- Established design system documentation on Confluence

### Product Designer

May 2024 – January 2025

Stepped into product strategy on 3-person team with zero PM structure. Co-owned product lifecycle from concept to launch.

#### Key achievements:

- Co-owned full product lifecycle: 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 and component library with detailed written handoffs
- Built two iterations of bespoke design system that became proof-of-concept for company-wide system investment
- Established clean handoff processes with front-end developer across 8-hour timezone gap

### UI Designer

Jan 2024 – May 2024

#### Key achievements:

- Designed across multiple concurrent products at different stages: 0→1, in development, production, and live
- Optimised existing product features with UX and UI improvements
- Established clean handoff processes with front-end developer working across 8-hour timezone gap

## Silvarium Visuals

April 2021 – Present (4 years 9 months)

### Freelance Designer

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

- Delivered full-suite brand work for 10+ clients from identity to website launch and social media
- Key client: Spain's 2nd most influential aesthetic doctor (grew Instagram following from 14,000 to 140,000)
- Created medical illustration work published in Europe's leading cardiology journal
- Built websites with systematic design approach and component-based architecture

 Current Projects

## Figma-to-GitHub Plugin

September 2025 – Present · Under review by Figma for community plugins

Developing Figma-native plugin that eliminates TokenStudio workflow complexity and bypasses Figma API subscription barriers. Available as open-source project [on GitHub](#).

\* References available upon request



## Previous employments

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**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

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**Master's Degree, 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



## Languages

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**Spanish:** Native or Bilingual

**English:** Native or Bilingual

**Catalan:** Professional Working

**Italian:** Limited Working



# Figma-to-GitHub Plugin

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

Developing Figma-native plugin that eliminates TokenStudio workflow complexity and bypasses Figma API subscription barriers. Available as open-source project on GitHub.

### Key Features:

- Direct push from Figma Variables to GitHub in JSON format
- User-controlled pull request creation
- One-click GitHub Action deployment for automated CSS transformation
- Eliminates multi-step translation process

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

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