

HECTOR GRANERO

SENIOR UX DESIGNER | DESIGN SYSTEMS & B2B PLATFORMS

hector@souristoutirabien.com | www.hectorgranero.com
+33 7 80 97 42 09 | <https://www.linkedin.com/in/hectorgranero> | Strasbourg, FR

Designing scalable UX for complex platforms — with clarity, systems thinking, and consistency.

ACADEMIC BACKGROUND

IP Formation, Paris | Master of Science in Human-Computer Interaction
2013 - 2014

Universitat Politècnica de València | Bachelor of Arts in Fine Arts (B.A.) & Master's Degree in Artistic Production | Focus: Visual Culture and Contemporary Thought
2005 - 2012

LEADERSHIP

Souristoutirabien | Co-founder | Creative Director | Strasbourg, FR
Since 2018

Founded a studio combining UX design and filmmaking. Led digital and audiovisual projects, balancing usability, visual design, and storytelling for brands and institutions.

TALENT & SKILLS

- Design systems & product consistency
- UX leadership & cross-functional collaboration
- User research & interaction design
- Rapid prototyping & design ops

TOOLS & LANGUAGES

- Figma | Sketch | Adobe creative suite
- JIRA | Confluence | Miro
- Spanish & Catalan (native)
- French & English (fluent)
- Italian (working proficiency)

WORK

Terms.Tech | Freelance | Remote
Since 12/2022

Lead UX efforts for a B2B embedded finance platform that enables marketplaces and PSPs to offer flexible payment terms. Responsible for user research, end-to-end design of onboarding and transaction flows, and maintaining a scalable design system tailored for white-label integration.

GrowKap | Freelance | Remote
Since 03/2024

Design lead for GrowKap, a fintech solution offering purchase order financing to growing SMEs. Focused on product definition, UI/UX consistency, and building user trust through clear, intuitive interfaces. Collaborate closely with product and development to support agile delivery.

AREA42 | Freelance | Remote
Since 11/2021

Support various innovation products within AREA42, the venture builder of Credendo Group. Contribute to the UX and visual design of early-stage B2B trade tech solutions. Help shape MVPs, create component libraries, and ensure brand alignment across ventures.

SAP | Paris, FR
03/2013 - 03/2020

Collaborated within SAP's Global Design Team alongside colleagues in Walldorf, Bangalore, and Palo Alto. Focused primarily on the Fiori Design System, contributing to the visual and interaction design of enterprise applications. Worked on UI consistency, component libraries, and cross-platform UX standards. Also supported development teams with CSS/HTML5 for design implementation.