

# Carmen Ansio

## Design System Specialist

hola@carmenansio.dev

### About Me

I'm a Design System Specialist with extensive freelance experience, specializing in creating user-centered design solutions and developing comprehensive design systems. Expert in translating complex user needs and business goals into intuitive and engaging user experiences.

### Professional Experience

#### **Freelance Design System Consultant**

MARCH 2023 – PRESENT

- Conducted comprehensive design audits, identifying improvement opportunities and aligning with industry-best practices.
- Developed custom design solutions from conception to implementation, focusing on aligning with business goals and user needs.
- Provided expert advice in digital project consultancy and Design Systems, driving business strategy and digital transformation initiatives.
- Technical Skills: SASS, HTML, CSS, Storybook, Figma, Token Studio.
- Design Systems: Desigual, Mango, Edenred, Diputación Foral de Alava, Beam Suntory, Holaluz

#### **CodelyTV UX Engineer**

APRIL 2022 – MARCH 2023

- Played a pivotal role in a multidisciplinary team, specializing in UX & UI design, visual design, and prototyping.
- Achievements: Enhanced user engagement through the implementation of a user-friendly design system, leading to increased customer satisfaction and retention.
- Technical Skills: SASS, HTML, CSS, JavaScript, React, Sketch, Figma.

### Professional Expertise

- User Experience Design: Skilled in all aspects of the UX design process, excelling in creating intuitive and accessible digital products.
- Design System Development: Adept at developing and implementing design systems that ensure consistency and efficiency across digital platforms. Proficient in creating scalable and reusable components and guidelines.
- Client Relations: Expert in working closely with clients to understand their vision and needs. Known for excellent communication skills and the ability to translate client requirements into effective design solutions.

### Key Skills

- User-Centered Design Principles
- Visual Design Skills
- User Experience Research
- Strong Organizational Skills
- Ability to Multitask and prioritize

### Languages

- English (Professional Working)
- Catalan (Native or Bilingual)
- Spanish (Native or Bilingual)

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### Mango Design System Specialist

JULY 2021 - JUNE 2022

- Guided the Software Engineering department in evolving internal digital products, serving as a bridge between design and development.
- Achievements: Streamlined the design-to-development process, reducing project turnaround time and improving cross-team collaboration.
- Technical Skills: Sketch, Figma, HTML, CSS, JavaScript, Agile methodologies.

### Desigual User Experience Researcher | CRO

APRIL 2021 - SEP 2021

- Fostered a culture of experimentation and validation through user testing, A/B testing, and metrics analysis, promoting Conversion Rate Optimization (CRO).
- Iterated components and templates for B2C implementation, focusing on scalability, adaptability, and brand consistency.
- Achievements: Achieved a increase in conversion rates through strategic design improvements and continuous A/B testing.
- Technical Skills: Google Analytics, A/B Testing tools, Sketch, Photoshop.

### Holaluz UX Engineer | Engineering Manager

NOV 2019 - APRIL 2021

- Led the website development team, focusing on delivering high-quality, user-centric web solutions aligned with company goals.
- Managed and evolved the Design System, ensuring adaptability across various digital projects and facilitating efficient design.
- Achievements: Improved team productivity and enhanced website performance metrics through effective leadership and system optimizations.
- Technical Skills: Leadership in Agile environments, JIRA, Confluence, HTML, CSS, JavaScript.

### Freelance - Desigual User Experience Engineer

JUNE 2017 - MAY 2019

- Focused on Frontend Development, creating responsive and interactive web applications using modern technologies.
- Developed user interfaces that balanced aesthetic appeal with functionality, enhancing customer experience through data-driven design.
- Achievements: Boosted user satisfaction scores through innovative UI designs and effective implementation of user feedback.
- Technical Skills: HTML5, CSS3, JavaScript, React, Angular, User Testing.

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### Tiendeo User Experience Engineer

MAY 2019 – DEC 2019

- Led the UI development team, overseeing the creation of high-quality user interfaces.
- Specialized in UI design and managing Design Systems, ensuring consistency and efficiency across projects.
- Achievements: Enhanced user interface quality leading to improved user engagement and satisfaction.
- Technical Skills: UI Design, Frontend Development, Design System Management.

### Pasiona UX Designer | UI Developer

MAY 2019 – DEC 2019

- Proficient in User Experience design, focusing on creating intuitive and engaging digital products.
- Expert in User Interface Design, crafting visually appealing and user-friendly interfaces.
- Achievements: Successfully led UI development projects, improving design quality and team efficiency.
- Technical Skills: HTML, CSS, JavaScript, UI Design, Frontend Development.

### Education

- Lemoncode: Frontend Development, Web Development (2016 – 2017)
- 9zeros Escola d'Animació de Catalunya: 3D Modelling and Animation (2012 – 2013)
- FX Animation Barcelona 3D and Film School: Post-production Effects (FX) (2010 – 2011)
- Escola d'Art Illa de Sabadell: Illustration (Art and Design), Graphic Design (2007 – 2009)
- I.E.S Agustí Serra i Fontanet: Graphic Design (2004 – 2006)