

Gonzalo Vásquez

Creative product design systems technologist, mentor and speaker.

I connect technology and business through design, common tools and processes. I thrive on collaboration and believe that communication is the key to overcoming any technical problem—because design is ultimately about people.

EXPERIENCE

Sr Product Designer, Zalando — ZDS team

Jan 2024 - PRESENT | Dublin, Ireland

- Building a unified documentation solution
- [Driving Design tokens and Theming strategy](#)
- Enabling teams and premises to build elevated experiences
- [Mentoring and facilitating training courses](#)

Product Designer, Zalando — ZDS team

May 2021 - Dec 2023 | Dublin, Ireland

- Interaction design for web, Android and iOS
- Helped set standards and worked with tooling and automation
- [Designing and documenting components, patterns, plugins and ways of working](#)

Product Designer Career, Equifax — Global Consumer Solution

Jul 2018 - Apr 2021 | Dublin, Ireland

Application UI/UX Developer Career, Equifax — Design Squad

Sep 2017 - Jun 2018 | Santiago, Chile

Previous roles

- Application UI/UX Developer Intermediate
- Head of Design (Startup)
- Graphic Animation Designer

EDUCATION

UTEM Santiago, Chile — B.A. Visual Communication Designer

2001 -2007

IADT, Dublin, Ireland — Diploma certificate

Certificate in Critical Research (Foundations, Futures & Skills)

2020

Dublin, Ireland

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Portfolio

Medium articles

Linkedin profile

SKILLS

Design tokens and Theming

Interaction design

App development, Figma plugins

Visual design, brand, iconography

Motion (AE, Maya)

Socials

Config '24, San Francisco

[Delivering a multi-sub-brand design system for e-commerce](#)

Figma Scheme '22, London

[Navigating complex system updates](#)

Webinar, Garage de ideas '25

[Introduccion al pensamiento en sistemas \(Systems thinking\), Spanish](#)

Beercamp podcast - IXDA

Santiago

[Design systems. Spanish](#)

LANGUAGES

Spanish, English

CITIZENSHIP

Chilean, Irish