

# Gonzalo Vásquez

Sr. Product designer

Specialised in Design systems

Connecting business and technology through design and helping deliver human-centred products.

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[Medium articles](#)

[Linkedin profile](#)

## EXPERIENCE

### Sr Product Designer, Zalando — ZDS team

May 2021 - PRESENT | Dublin, Ireland

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

### Product Designer Career, Equifax — Global Consumer Solution

Jul 2018 - Apr 2021 | Dublin, Ireland

### Application UI/UX Developer Career, 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

## 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

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

Beercamp podcast - IXDA

Santiago

[Design systems, Spanish](#)

## LANGUAGES

Spanish, English

## CITIZENSHIP

Chilean, Irish