

Silvia Travieso González

Product Designer · Design Systems & Design Ops

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PROFILE

I build products and I design systems. If I can't find the right tool for the job, I'll build that too. Background spans zero-to-one design systems, enterprise multi-brand systems, and end-to-end freelance delivery. Works at the point where design and front-end meet: tokens, naming, component architecture, and the tooling that keeps all of it from going stale.

EXPERIENCE

Senior Design System Strategist | Nateevo Barcelona · Sep 2026 – present

- Auditing and rebuilding Nateevo's internal design toolkit, connecting legacy styles to variables so rebranding no longer breaks the system visually.
- Running a text style audit across templates built at different times, to remove inconsistencies caused by duplication rather than cascading updates.
- Building a working-assistant plugin for documentation and client-checklist sync, based on the Document Assistant model from the CaixaBank engagement.

Senior Design System Strategist / Design Technologist | Nateevo, for CaixaBank Barcelona · Mar – Sep 2026

- Joined an 8-person team, 6 months into a multi-brand design system (4 libraries, ~3,000 components), to bridge design and development.
- Built a library freeze process and changelog plugin so an 8-person team working daily across 4 libraries could track what changed between two-week dev sprints; reached full team adoption within roughly 3 months, zero bugs across 6 freeze cycles.
- Built a Figma searcher plugin letting developers find every component using a given variable, style or effect before changing its value, with CSV/JSON export; submitted to Figma Community.
- Built a generative documentation plugin that auto-fills component info, property tables and changelog entries from the live Figma API, so documentation stops going stale when components change.
- Built a proof-of-concept design system health dashboard tracking naming adherence, token consistency and stale components across libraries; presented to the DS lead and design ops.

Product Designer (promoted to Design Systems Lead) | Senapt Remote · ~2024 – 2025

- Sole designer on a CRM dashboard built from zero, working with a backend developer and a frontend developer in Japan across a 7-hour gap and a language barrier; handoff built on heavily annotated, component-first screens, roughly 50% faster than other teams by comparing notes (not formally tracked).
- Started a 3-level token system (primitive / semantic / component) as an unapproved side project on the live product, then built a custom Git Action to ship tokens from Figma straight to GitHub as consumable JSON, now self-published as a Figma Community plugin.
- Promoted to Design Systems Lead as the team grew from 2–3 to 8 designers; ran 8–9 workshops and audited all 7 product lines to scaffold a shared governance approach (shelved when the company went into bankruptcy).

Product Designer | Tomato Energy 2025

- Designed a customer-facing energy switching tracker with real-time status, magic-link access and a self-diagnosis tool, replacing reactive email updates and reducing anxious support calls.

Founder & Designer | Silvarium (freelance) Since 2021

- Multidisciplinary practice taking clients from zero brand to full implementation: brand books, visual systems, marketing collateral, and websites, approached with a design-systems vocabulary (tokens, scales, naming) from the start.
- Develops and self-publishes Figma plugins on Figma Community, including a library changelog tool and a Figma variables to GitHub token sync.

SKILLS

Design systems: token architecture, variable-driven theming, naming conventions, component governance, documentation systems

Product design: B2B SaaS, dashboards, data-heavy and operational products, 0 to 1, mobile-first

Tooling: Figma plugin development (generative and classic), Figma API, GitHub Actions, LLM/MCP integration

Collaboration: design–dev handoff, cross-timezone and cross-language delivery, workshop facilitation

EDUCATION

Master's in Graphic and Web Design | EINA Barcelona
Architecture (6-year programme) | ULPGC, Canary Islands