

Silvia Travieso González - Product Designer

Product Design for B2B SaaS | Complex Workflows & Systems Thinking | Barcelona, Spain

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Product designer specializing in B2B SaaS and digital products. Bridge design and engineering through technical collaboration, systematic thinking, and custom tooling. Known for identifying workflow gaps and solving them through feature design and scalable design systems.

Skills

Product Strategy & Design: User research, user validation, workflow optimization, B2B, internal tools, 0 → 1, SaaS | **Design Systems:** Token architecture, component libraries, automation pipelines, adoption programs | **Standards:** WCAG compliance, accessibility-first design | **Collaboration:** Technical handoff, async delivery, developer collaboration | **Technical Skills:** Figma Variables, GitHub Actions, HTML/CSS, design token workflows |

Project

Token Launch — Open Source Figma Plugin

Creator · Nov 2025 - Present | [GitHub](#) | [Figma Community](#)

Open-source design token tool built to solve workflow friction encountered while scaling production design systems.

- Enables direct Figma Variables → GitHub deployment (JSON), eliminating third-party APIs and paid dependencies
 - Removes multi-step translation layers while preserving custom transformation pipelines
 - Built for small teams and engineer-first environments with minimal setup requirements
 - Published in Figma Community (Jan 2026), actively maintained via GitHub Issues
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Experience

Product Designer

Senapt LTD · Jan 2024 - Jan 2026

Product designer working across a suite of energy and marketing products, including an internal **marketing CRM (0 → 1 B2B)**, **client-facing mobile-first web apps**, and **business dashboards** as solo designer in lean teams. Co-owned product discovery, features, and delivery strategy, working closely with engineering to design **data-driven workflows**.

Products:

Marketing CRM (internal B2B SaaS) - Dashboard, Analytics and Data Visualization

Designed and shipped core workflows for marketing and operations teams, enabling visibility into campaign performance, lead lifecycle, and operational efficiency. Owned end-to-end features (from discovery to release) including:

- Cross-referenced dashboards connecting to marketing and sales databases to support performance tracking and decision-making.
- Implemented lifecycle-based feedback loops with automated survey triggers tied to lead status changes.
- **Automated Customer Support routing:**
 - Discovered and designed an issue-flagging system connecting marketing CRM and sales data.
 - Enabled campaign performance visibility previously unavailable to marketing teams.
 - Validated solutions through continuous feedback with internal teams and stakeholders.
 - Reduced manual ticket transfers by 33%.

Lead Qualification WebApp

Business-facing dashboard sharing infrastructure with CRM backend but built for a distinct user group (external temporal hires).

- Multi-step assessment and qualification dashboard to evaluate installation viability based on property type, ownership, size, and infrastructure.
- Defined independent information architecture, visual language, and interaction patterns tailored to field and business users.

B2C Energy Products (mobile-first) - Data Visualization

- Designed a **mobile-first energy-switching microsite** to reduce friction during energy provider transitions.
- Contributed to **myWatts**, an energy-consumption tracking product, with dashboards designed for both client-facing experiences and business-facing web apps to support monitoring and decision-making.

Design Systems:

- Built the company's **first production design system** to support consistency and speed across marketing CRM suite of products.
- Defined Token architecture, component libraries, automated Figma → Git pipelines via custom GitHub Actions
- Conducted cross-product audits (7+ products) and built design system adoption program across product teams
- **Impact:** 90% QA reduction, 70% clean handoff rate, ~2K hours saved through component reuse

Lead Designer

Clínica Fabero · April 2021 - Jan 2023

Sole designer responsible for full-spectrum design and implementation across brand, digital product, and marketing for Spain's #2 aesthetic medicine clinic.

- Designed and developed responsive website and client-facing digital products
- Built design system supporting brand, web, and marketing assets
- Evolved design infrastructure through 2 complete brand redesigns
- Scaled digital presence from 4k to current 140K

Brand Designer & Developer (Selected Projects)

Silvarium Visuals · Jan 2021 - Present

Additional client engagements across healthcare, events, and small business

- **RENEW PCI by Medsolve:** Design lead for international cardiology conference series (identity, digital, physical materials)
- **Medical illustration:** Published in European cardiology journals, requiring systematic visual approach

Education

Master in Graphic and Web Design · EINA Barcelona (2020-2021)

Bachelor of Architecture (B.Arch) · Universidad de Las Palmas de Gran Canaria (2009-2017)

Spanish: Native | **English:** Bilingual | **Catalan:** Professional | **Italian:** Basic
