

GUILLERMO LÓPEZ MILLÁN

# Product designer

## EXPERIENCE



### Senior product designer at Embat

2024 Apr ~ Now

The most recent adventure. At Embat I keep applying my knowledge about design systems (which I love): improving documentation, the relationship with the front-end team and evolving the system while we use it. At the same time, we also work on designing new functionality and iterating the product.



### Senior UI designer at Toqio

2021 Jun ~ 2024 Apr

Building the design system from scratch, documentation, product design, teamwork, banking services, mobile app and responsive web design... I do believe it takes less time to explain the things we didn't do in this young SaaS company than the things we actually did as a team.



### UI designer at BBVA

2019 Oct ~ 2021 Jun

During my period at Everis (now NTTdata), I collaborated at BBVA in one of the design teams that shaped the BBVA Experience: their design environment. In addition, the projects in which I was involved as a UI designer were framed in business banking and these are gathered and offered in a global business tool called: BBVA Pivot.



### UI designer at ING

2018 Aug ~ 2019 Oct

Through a technology consulting company called Amaris, I was at ING where I worked as UI designer in a design team that was involved in an international private banking project named Maggie. These was my first real experience using a design system and its documentation in order to design new functionality and product interface.



### Visual designer at Sport Zone

2015 Oct ~ 2018 Aug

My time at Sport Zone was full of learning about ecommerce, the role that design plays within a marketing department and the importance of measuring data to know users in order to design better and make better decisions.



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## INTRO

Hello! I'm Guille, a designer from Madrid.

For the last 9 years I have been working as a product designer, focused in UI design, on different digital projects collaborating with companies like BBVA, ING, Sport Zone or Toqio.

I love product design and more specifically user interface design, where I work on design systems and the experience between users and the elements I create.

Now, senior designer in Embat 🙌

## LICENSES & CERTIFICATIONS

**2023**

Curso de negocio y producto para diseñadores,

— Instituto Tramontana

**2021**

Affordances: Designing Intuitive User Interfaces,

— The Interaction Design Foundation

## SOCIAL

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