



Jaime Creixems

Design Leader, advisor and mentor

Madrid, Spain

✉ jaime@creixems.com

☎ +34 684 103 924

🌐 webjac.com

📄 [/in/webjac](https://www.linkedin.com/in/webjac)

ABOUT

Hello there! I'm Jaime, **Design Leader, Advisor and Mentor**.

I've worked for 20+ years across the EU and US creating digital products and strategies that bring clear and creative solutions to complex problems.

As a strategist leader I'm **the bridge between design, business and engineering**. I've lead dozens digital projects for institutions like the Inter-American Development Bank, Sketch, Santander Bank, Audi, Match and several startups and SMEs.

Outside of work, I lead a stoic lifestyle fueled by curiosity and I'm a geeky podcaster that loves to talk about all kinds of topics. I enjoy traveling, having meals with friends and building LEGO listening to 90's grunge.

[Visit Portfolio at webjac.com/portfolio](http://webjac.com/portfolio)

SKILLS

DESIGN

Design Thinking UX/UI Design

Wireflows Copywriting

UX Research Sketch Figma

Information Architecture

LEADERSHIP

Design Leadership SCRUM

Product Leadership Shape Up

Agile Kanban Honest

Mentorship JIRA

PROFESSIONAL

Proactive Solution Focused

Disciplined Strategist Inventive

Resolute Observant Innovative

Open-minded Creative

PERSONAL

Compassionate Curious Mindful

Empathy Flexible Passionate

Cheerful People-Person

MARKETING

Branding Storytelling SEO

Campaigns Analytics

CODE

HTML CSS WordPress

Javascript PHP Elementor

WORK EXPERIENCE

2021 - Now
Remote

SKETCH

Design Advocate

Promoted and provided expertise in the use of Sketch among their clients and community.

- Trained Sketch's biggest customers define their Design Strategy.
- Created multiple video tutorials about Sketch functionalities and how to include them in design processes in large organizations.
- Developed Design Systems for tutorial use among Sketch's clients.
- Trained multiple large-scale design teams on best practices of the UX design Process.
- Participated in multiple talks, conferences, events promoting UX design best practices across the industry.

2020 - Now
Remote

SPRINGBOARD

Design Mentor

- Weekly calls mentoring over 30 students on the UX/UI Career Track.
- Mentored several students through the development of their Capstone Projects while they learned the entire UX process from discovery to final UI designs and flow.
- Successfully graduated over 25 students and helped them get jobs in the industry.

2021 - 2023
Remote

WEDO

Head of Product Design / Advisor

Defined the complete product and design strategy for the Wedo product, from UX research, discovery, ideation and into final execution including Feature Roadmap, Design System and all product functionalities.

Daily Management the UX Design Team of the company, defining strategic plans and roadmaps and creating plans for UX Research, discovery, UI design and reviews.

2020 - 2021
Remote

PLATO SOLUTIONS

Senior Product Lead

Managed the UX Design and frontend development of the company's main Product: Foundry, a tool to easily build Magento Sites.

- Defined the Design System & managed the Frontend team for the main product: Foundry.
- Optimized and Automated the Hiring process of the company.
- Defined the Design System for the main product: Foundry.
- Created multiple C4 diagrams defining processes for Marketing, HR and Product Development.

2019 - 2020
Madrid

OPINNO | SANTANDER BANK

Product & UX Lead - Opinno

Managed a suite of web apps: Challenges for competitors, Events for event planning and Academy for MOOCs.

- Managed a mid-size team of senior developers (Django, VUE.js), designers and devops using Agile.
- Defined the product vision, UX and UI of their suite of web apps.
- Designed a new e-learning app for MOOCs from scratch.
- Created a Design System for their suite of web apps.
- Management of the intranet app. work offers, employees, project costs and 360 evaluations.

Product Owner - Santander Globile

Worked as an implant Product Owner and worked on the product UX of the Global Mobile Apps.

- Managed a mid-size Squad of mobile developers and designers using SCRUM.
- Defined user stories and journeys for the flow of the Mobile App for a 30M user-base.
- Conducted User Research in multiple countries.

2017 - 2018
Washington DC

INTER-AMERICAN DEVELOPMENT BANK

Senior UX Designer & Web Manager

Clients and Project management and UX Design of IDB's main website and +45 other microsites.

- Branding curation of the web-related external digital projects produced by the Bank.
- Defined success metrics and KPIs across all channels for e-marketing strategies within the Bank.
- Designed the new Homepage of the Bank. A site with +100M views per month.
- Successfully completed the implementation the new Core web CMS platform, a capital project for the Bank.

2014 - 2017
Orlando FL

TENTARA DIGITAL

Web Design & Development Lead

Working as a contractor in charge of all of Tentara's Digital strategy for them and their clients:

- Increased yearly revenue in over 40%.
- Management of the dev team on over 15 client's projects including: UX, Web & Mobile Design.
- Design and typesetting of the book: "Growing Younger everyday" by Dr. Laurie Steelsmith.

2011 - 2013
Madrid

MATCH.COM / MEETIC

Webmaster (Spain & Portugal)

Managed all web projects & deployment for Meetic.es and Match.com.

- Developed landing pages, banners and marketing strategies.
- Increased conversion rate in 118%.

2004 - Now
Remote

WEBJAC STUDIO

Founder

[Webjac Studio](#) is my **freelance studio** for Design leadership, advice, branding and development. [View Projects.](#)

- Design Advice, leadership, High fidelity UI, development and consultancy for world-class companies including Audi, PayPal, EA, Mercy Corps, Telefonica, Daily Wellness, Hipertextual and startups across USA, Europe & Latin America.
- *Increased revenue in 530% in the first 2 years.*

EDUCATION

2010 - 2011
Madrid

CREACTIVA INSTITUTE

Master in Web Design

Master Studies in Web Design, UX & Interaction Design, Interfaces and Web Development.

Obtained Degree: **Master in Web Design**.

2010 - 2011
Valencia

UNITEC

Information Engineering

I - XV quarter of Information Engineering, UNITEC.

Obtained Degree: **Information Engineer (Bachelor)**.

INTERESTS


AREAS

Science Technology Design Economics
Sociology Psychology Stoicism

HOBBIES

Podcasting Traveling Comedy LEGO
Photography Teaching Cooking

PROJECTS


2019 - Now 

Oh Fork it! Podcast

Founder & Lead of the Podcast

Previous Podcasts:

- **2014 - 2018:** Robot Podcast.
- **2012 - 2013:** Se Habla Geek.
- **2009 - 2011:** Shufflecast.

2008 - 2011 


Refresh Valencia

Founded the Tech community of the city: Refresh Valencia. Gave multiple tech talks as organizer of Refresh Valencia.

2009 

BarCamp Valencia 2009

Organized Venezuela's 1st unconference with +150 attendees. Gave the opening & closing keynotes of the event.

2008 - Now 

Event Talks

Speaker in multiple events, including:

- **2023:** [Best Practices in Design Systems](#)
- **2023:** [Beginner's Guide to UX Research](#)
- **2022:** [UX Research Expert Roundtable](#)
- **2022:** [Understanding the U in UX](#)
- **2016:** UX/UI Design talk in BarCamp Orlando.
- **2011:** Lecture for the Web Devs Association of Spain on differences between designers & developers in Madrid.
- **2010:** 40-hour course about Web & WordPress development.
- **2010:** Talk on the Simon Bolivar University about the future of the web.
- **2008:** WordPress talk in BarCamp Miami.

REFERENCES

[Ricardo Bernardini](#) - CEO at Tentara Digital

[Matteo Gratton](#) - VP of Design at Barclays

[Abdón Vivas](#) - CTO at Qualifyze

[Nevardo Argüello](#) - Senior Officer at IADB

[Saraí Da Silva](#) - Ecommerce Lead at Nina Woof