

JAIME CREIXEMS

Design Leader | Design Systems Strategist | AI-Augmented Design

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SUMMARY

Design leader with 20+ years spanning product design, UX/UI, and design systems work across startups, agencies, and enterprise SaaS. Has built and scaled design systems for products used by millions, and now pairs that systems background with AI tools to speed up design-system documentation and design spec authoring. Has trained enterprise design teams at Google, Apple, Disney, IBM, and Samsung on systems-first workflows, and coaches the next generation of UX/UI designers at Spiced Academy in Berlin. Looking to lead design or design-systems work at a stable, remote-first company.

EXPERIENCE

Motion Design Strategist / Design Advocate

Sep 2025 – Aug 2026

LottieFiles — Remote

- Trained design and motion teams (10+ members) at Google, Disney, Nintendo, Uber, Vanguard, AMEX, Iron Mountain, LendingClub, Remitly, and DocuSign on integrating LottieFiles into their core design systems.
- Authored technical documentation and workflow specs for enterprise onboarding, increasingly using AI tools to draft design.md-style specs that shortened ramp-up time.
- Hosted live product webinars and demos, translating new platform capabilities into concrete design-system workflows for designers and developers.
- Channeled enterprise feedback on design tooling and systems gaps back into the product roadmap.

UX/UI Design Coach

Apr 2024 – Present

Spiced Academy — Berlin (Remote)

- Mentor and coach 60+ students across cohorts through the full UX process: research, ideation, journey mapping, wireframing, prototyping, and UI design.
- Teach advanced Figma and design-systems practices, including how to use AI tools to accelerate design specs and documentation, preparing students for design-systems and product-design roles.
- Update curriculum to incorporate AI-assisted design methodologies, including design.md-style spec writing.

Design Advocate

Aug 2021 – Aug 2025

Sketch — Remote

- Delivered 100+ training sessions on design systems and workflow adoption for UX/UI teams from startups to global enterprises, including Airbus, Google, Apple, IBM, BYD, Cathay Pacific, and Samsung.
- Built and delivered workshops, tutorials, and documentation on design systems and UX best practices used in enterprise onboarding.
- Partnered with product and design teams to integrate Sketch into large-scale design-system workflows.
- Represented Sketch at industry events and conferences as a design-systems and workflow spokesperson.

Head of Product Design

Nov 2021 – Apr 2023

WeDo — Freelance

- Defined end-to-end product and design strategy: UX research, discovery, roadmap, and execution.
- Built and led the design team, and scaled design-system adoption across the product.

Senior Product Lead

Sep 2020 – Aug 2021

Plato Solutions — Remote

- Led UX design and frontend direction for Foundry, a Magento site-builder SaaS product.
- Designed and implemented an enterprise design system that improved team velocity.

Product & UX Lead

Jan 2019 – Sep 2020

Opinno (Santander Bank) — Madrid

- Owned the roadmap for a suite of apps spanning competitions, events, and e-learning.
- Served as Product Owner for Santander Global Mobile, leading product discovery and defining flows for a 30M+ user base.

Lead UX Designer & Product Manager

May 2017 – Dec 2018

Inter-American Development Bank — Washington, DC

- Led UX and product management for the IADB main website (100M+ monthly views) and ~45 microsites.
- Oversaw implementation of a new CMS platform, a capital investment project for the bank.
- Defined success metrics and KPIs across channels for the bank's e-marketing strategy.

Founder

Jul 2006 – Present

Creixems Studio — Remote

- Provide design strategy, leadership, and UX/UI consulting for clients including Audi, PayPal, EA, Telefónica, and Mercy Corps, and startups across the US, EU, and LATAM.
- Delivered design leadership, branding, and UI design across 50+ projects spanning insurance, crypto, heavy industry, and government sectors.
- Product Designer, Fresh People (2024–2025): designed the 1:1 Meetings and Feedback Management features and built the product's design system.
- Design & Brand Lead, FarmShopp (2024–2025): created the full brand identity and design system, and led and mentored the design team through web app and marketing site delivery.
- Increasingly use AI tools to draft design.md specs and accelerate design-system documentation for client engagements.

PREVIOUS EXPERIENCE

Web Design Lead — Tentara Digital, Orlando, FL	2014 – 2017
Webmaster — Match.com, Madrid	2011 – 2013
Frontend Developer & Web Designer — Lextrend, Madrid	2010 – 2011
Founder — Web Ink, Valencia	2004 – 2006

SKILLS

Design & Product: UX Research, Information Architecture, Wireframing, Prototyping, UI Design, Design Systems, Design Thinking, Product Strategy, Roadmap Ownership

AI & Emerging Workflows: AI-Assisted Design, design.md Spec Authoring, AI-Augmented Design-System Documentation

Leadership: Design Team Building & Mentorship, Cross-Functional Collaboration, Agile (Scrum, Kanban), OKRs & KPIs, Change Management

Enablement & Coaching: Workshop & Webinar Facilitation, Technical Training, Coaching & Mentorship, Curriculum Design

Tools: Figma, FigJam, Sketch, Miro, Notion, Jira, HTML, CSS, WordPress, JavaScript

Analytics: User Research Analysis, Usability Testing, A/B Testing, Data-Driven Decision Making

EDUCATION

Master in Web Design (UX & Interaction) — Creactiva Institute, Madrid — 2011

B.Sc. Information Engineering — UNITEC, Valencia — 2010