

JAIME CREIXEMS

Product Leader | Product Management & Strategy | Design + Technical Depth

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SUMMARY

I've spent 20+ years in product, moving between product management, product ownership, and UX strategy across consumer platforms and enterprise SaaS. I owned the roadmap for Santander Global Mobile, a banking app used by 30M+ people, and led product for the Inter-American Development Bank's main platform, which pulls 100M+ monthly visits. At WeDo, I ran product and design strategy end to end as Head of Product. The last five years put me inside two SaaS companies, Sketch and LottieFiles, working directly with enterprise teams at Google, Disney, IBM, and Uber, and feeding what I learned from them back into the roadmap. I still do the research myself, still write a bit of HTML, CSS, and JavaScript when it helps, and know how to get a room of stakeholders pointed in the same direction. Looking for a Product Management, Head of Product, or Product Owner role. Remote-first, open to SaaS and tech, and open to fintech, healthtech, or edtech if the company has real stability behind it.

EXPERIENCE

Motion Design Strategist / Product Advocate

Sep 2025 – Aug 2026

LottieFiles • Remote

- Served as the embedded product and customer voice across 100+ live enterprise engagements (Google, Disney, Nintendo, Uber, Vanguard, AMEX, Iron Mountain, LendingClub, Remitly, DocuSign), converting adoption blockers and feature requests into prioritized roadmap input.
- Partnered with Product, Sales, and Customer Success to design enterprise onboarding flows and success criteria that directly informed retention and expansion strategy.
- Caught recurring technical and workflow gaps in sessions with 10+ member design and motion teams. Several went straight into later product releases.
- Hosted product webinars and live technical demos for thousands of attendees, functioning as the go-to-market front line for new capability launches.

Design Advocate

Aug 2021 – Aug 2025

Sketch • Remote

- Ran 100+ enterprise engagements (Airbus, Google, Apple, IBM, BYD, Cathay Pacific, Samsung) that doubled as continuous product discovery, surfacing workflow requirements that shaped design-system tooling decisions.
- Built workshops, tutorials, and documentation used as de facto onboarding product for large-scale enterprise rollouts.
- Partnered with product and engineering teams on integration strategy for embedding Sketch into enterprise design workflows.
- Represented Sketch at industry events and conferences as company spokesperson.

Head of Product Design

Nov 2021 – Apr 2023

WeDo • Freelance

- Owned product and design strategy end to end: research, discovery, the roadmap, and execution.
- Built and led the product/design team, scaling design-system adoption and shaping prioritization across the product organization.

Senior Product Lead

Sep 2020 – Aug 2021

Plato Solutions • Remote

- Owned product and UX direction for Foundry, a Magento site-builder SaaS product, driving roadmap prioritization and frontend architecture decisions.
- Designed and implemented an enterprise design system that improved engineering velocity and reduced rework.

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, prioritizing features based on user research and business impact.
- Served as Product Owner for Santander Global Mobile, leading product discovery, defining flows, and managing backlog for a 30M+ user base across markets.

Lead UX Designer & Product Manager

May 2017 – Dec 2018

Inter-American Development Bank • Washington, DC

- Led product management and UX for the IADB main website (100M+ monthly views) and ~45 microsites, owning roadmap and prioritization across a distributed team.
- Directed vendor selection and implementation of a new CMS platform, a multi-year capital investment project, managing scope, budget, and stakeholder alignment.
- Defined success metrics and KPIs across channels, informing e-marketing and content strategy bank-wide.

Founder

Jul 2006 – Present

Creixems Studio · Remote

- Provide product and 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 product and design leadership across 50+ projects spanning insurance, crypto, heavy industry, and government sectors.
- Recent engagement, Product Designer at Fresh People (2024–2025): owned the 1:1 Meetings and Feedback Management features end-to-end and built the product's design system.
- Recent engagement, Design & Brand Lead at FarmShopp (2024–2025): created the full brand identity and design system, and led/mentored the design team through delivery.

UX/UI Design Coach

Apr 2024 – Present

Spiced Academy · Remote

- Coach multiple graduating cohorts (60+ students) through the full product/UX process: research, ideation, prioritization, prototyping, and UI design.
- Teach advanced Figma and design-systems practices; the large majority of graduates secured industry placements.

PREVIOUS EXPERIENCE

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

SKILLS

Product Management: Product Strategy, Roadmap Ownership & Prioritization, Product Discovery, Backlog Management, Agile (Scrum, Kanban), OKRs & KPIs, Stakeholder Management, Voice of Customer, Go-to-Market

Design & UX: UX Research, Information Architecture, Wireframing, Prototyping, UI Design, Design Systems, Design Thinking

Technical: HTML, CSS, JavaScript, Figma, FigJam, Jira, Notion

Leadership: Team Leadership, Cross-Functional Collaboration, Change Management, Coaching & Mentorship

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