

Email: estrellaggordillo93@gmail.com
Portfolio: www.holaaaestrella.com
Contact number: +34 670 25 18 98



Estrella García Gordillo

Senior Product Designer

Senior Product Designer with 5+ years end-to-end experience across fintech, B2B SaaS, and enterprise. Consulting background, currently integrating AI as a core part of the design process.

EXPERIENCE

from 2025 – present

Synopticons

Senior Product Designer

Sole designer owning full process, discovery, journey mapping, prototyping, dev handoff, and metrics tracking, on a B2B SaaS compliance platform.

- Built and scaled the Design System; drove component standardisation and adoption across engineering.
- Implemented AI-augmented workflows (Figma, Cursor, Claude Code) for faster iteration and prototyping.
- Shaped brand identity and ensured accurate implementation with development teams.

from 2021 to 2022

Deloitte Digital

Senior UX/UI Designer

- Led international project consolidating multiple legacy systems into a unified front-end product.
- Facilitated service design workshops and ran B2B usability testing across 6 countries.

from 2022 to 2025

Designit

Product Designer

Product design consultancy solving complex experience and product challenges for leading global organizations.

- Delivered end-to-end product design for fintech, mobility, and government clients - including payment flows, onboarding journeys, and financial dashboards.
- Collaborated with multidisciplinary international teams across Europe, Asia, and the Middle East.
- Led UX strategy and research, translating complex user needs into scalable design solutions.

from 2017 to 2021

Deloitte Consulting

Consultant

- Designed digital products for internal use; applied UX principles to improve adoption.
- Redesigned internal communications strategy, improving visual quality and engagement.

EDUCATION

2020 - 2021

Madrid, Spain

Master in UX/UI

Aula Creativa | Design academy

2016 - 2017

Barcelona, Spain

M.A. in International Political Journalism

UPF Barcelona School of Management

2012 - 2016

Madrid, Spain

B.A. in Economics and International Business

Universidad de Alcalá de Henares (UAH)

Erasmus:

International Business (Cracow University of Economics)

Economics and Management (Università Ca'foscari di Venezia)

SKILLS

Toolbox

- Figma · Figma Make
- Cursor · Claude Code
- VS Code
- Webflow · Wordpress
- Design System
- Adobe Suite
- HTML · CSS

Languages

- Spanish: Native
- English: Advanced
- Italian: Beginner

Professional

- Strategic end-to-end product thinking, from discovery to delivery
- Cross-functional collaboration with dev, product, and stakeholders
- AI-augmented design workflows and rapid prototyping
- UX strategy, user research & journey mapping
- Systems thinking with measurable business impact focus