Guillermo López

Technical Product Designer with a focus on **Design Systems**

Senior Product Designer | Design Systems @ _Genesys_

Since July 2023

My day-to-day at Genesys mainly focuses on building our **Design systems**, establishing patterns, documenting guidelines, adding **design tokens, and designing/coding components.**

How did I help the final user?
Genesys is a gigantic product! My mission is to offer a seamless experience to users who only use 1 part of our software or all of them.

Product Designer | Design Systems @ _Bitso_.

August 2021 - July 2023

At Bitso I'm helping create scalable and unified products through our **Design System.**

How did I help the final user?
My day-to-day is helping designers and engineers build products that create trust and deliver UI elements that are accessible, easy to use, and easy to understand for everyone who wants to start exploring the world of crypto.

UX/UI Designer @ _Canasta Rosa_. _(Bought by Etsy)_

October 2019 - August 2021

Designed and helped develop minor features to entire products(**The mobile App.**) and create **MIJO Canasta's design system.**

How did I help the final user?
My day-to-day was designing features that were as friendly as possible to our community of users, even if the users were brand new to e-commerce platforms.

Web Design intern @ _Secoco Martz._

July 2018 - January 2019

Developed & design their sites in vanilla HTML, CSS and JS

How I impacted the final user?
My first priority was to help their businesses grow and be easy to manage so they could focus on what's important: their products.

⚠ **This is not all! This are my lasts 4 jobs, You can check all of my work experience in my LinkedIn**

💼 Portfolio   ✉ Send me a mail!   🦊 Gitlab   in LinkedIn   🖌 Illustration