

Angel Lopez

Senior Product Designer | B2B SaaS | 8+ years experience

Tampere, Finland

+358 50 400 1449 | angel.finlandia@gmail.com

[Portfolio](#) | [LinkedIn](#)



Profile

Senior Product Designer with 8+ years of experience designing scalable digital products and improving B2B SaaS experiences across ecosystems. Specialized in UI/UX design, design systems, and cross-functional product development, with a strong focus on creating consistent user experiences that align business goals and user needs.

Experienced in creating reusable UI component libraries for design systems and optimizing design-to-development workflows in collaboration with development teams. Skilled in translating product strategy into intuitive digital experiences while maintaining visual consistency.

I've worked closely with product managers, developers, and stakeholders to drive product direction, define priorities, and support successful delivery from discovery to MVP. I also have experience mentoring designers and contributing to scalable design practices within large organizations.

Core Skills

Design Systems & UI/UX: Figma component libraries, interaction design, responsive design, wireframing, prototyping, accessibility

Collaboration & Leadership: Cross-functional collaboration, workshop facilitation, mentoring, product alignment, design strategy

UX Research: User interviews, discovery, workflow analysis, usability testing, journey mapping

Tools & Tech: Figma, Jira, Miro, Mural, Google Analytics, HTML, CSS, Java Script

Languages: English (Professional), Spanish (Native), Finnish (Good)

Work Experience

UX consultant & product strategist, Freelance, Jan 2025 - present

- Collaborated with Mylab Oy to co-create a gamified concept for the Kasvuhooneilmiö program, improving engagement and social interaction (May 2026)
- Designed wireframes and interactive prototypes for AI Fabrix at eSystems Nordic Oy (Nov 2025)
- Developed and optimized digital marketing and SEO initiatives for VTM Oy, using analytics insights to improve engagement and conversion outcomes (Apr 2025-present)

Senior UI/UX designer, Telus Digital, Jan 2021 - Jan 2025

- Led end-to-end design for B2B microservices within a large-scale platform
- Collaborated with product and engineering to define MVP scope and prioritize features
- Managed and mentored designers, strengthening team delivery and collaboration
- Built and scaled UI guidelines and reusable components across the platform

UI/UX designer, Globuzzer, May 2019 - Jan 2020

- Redesigned platform using a mobile-first approach, improving usability and engagement
- Defined content strategy supporting traffic growth and user acquisition
- Conducted research to identify new use cases and optimize user workflows

Web designer / Front-end developer, Developer's Helsinki Oy, Nov 2015 - Aug 2018

- Developed responsive interfaces using HTML, CSS, and PHP
- Managed and optimized content via WordPress and ProcessWire CMS
- Created motion assets for marketing campaigns

Education

Master's degree in Human Technology Interaction, Tampere University, 2019 - 2021

Thesis in collaboration with KONE.

Bachelor's degree in Media, Tampere University of Applied Sciences, 2009 - 2013