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Carla Jemio

DESIGN SYSTEMS DESIGNER

I'm a Design Systems Designer with a branding background and a strong UI eye. I build systems that improve consistency, team efficiency, and everyday accessibility.

EDUCATION

MASTER'S DEGREE IN DESIGN SYSTEMS
MR. MARCEL SCHOOL

MASTER'S DEGREE IN UX/UI
NUCLIO DIGITAL SCHOOL

MASTER'S DEGREE IN BRANDING
ELISAVA, BARCELONA

POSTGRADUATE DEGREE IN MARKETING
BOLIVIAN PRIVATE UNIVERSITY

GRAPHIC DESIGN AND VISUAL COMMUNICATION
BOLIVIAN CATHOLIC UNIVERSITY /
PONTIFICAL CATHOLIC UNIVERSITY OF CHILE

LANGUAGES

- SPANISH (NATIVE) ●●●●●●
- ENGLISH C1 ●●●●●○
- GERMAN A1 ●○○○○○
- ITALIAN A1 ●○○○○○
- CATALAN B2 ●●●○○○

EXPERIENCE

SENIOR PRODUCT DESIGNER | NESPRESSO

June 2026–Present

Designed the complete web and app flow for a rewards catalogue MVP, collaborating with the Product Owner and stakeholders to define requirements and guide product decisions.

- Established a luxury lifestyle editorial direction, applying eCommerce best practices to navigation, typography, visual hierarchy, and layout.
- Created local components and reusable UI patterns, ensuring high design quality within third-party implementation constraints.

SENIOR DESIGN SYSTEM DESIGNER | PEPSICO

June 2025–June 2026

- Aligned Figma components with React documentation by standardizing properties and naming conventions.
- Developed a shared terminology glossary to facilitate integration with the team's MCP. Designed and documented reusable patterns for recurring B2B page structures, enabling the design team to work more efficiently.
- Audited the B2C library to identify components and patterns for inclusion in the main library.
- Educated and guided eCommerce teams on effective library use.

LEAD DESIGN SYSTEM DESIGNER | HP - HEWLETT PACKARD

2023–2025

- Led development of an eCommerce library built with HP's core components, aligning product requirements with the broader design system.
- Created design tokens and ensured component properties and documentation remained consistent with Storybook.
- Organized the library and its documentation to support future AI-assisted documentation initiatives.
- Defined roadmaps and coordinated design system efforts across teams in the US, EMEA, Asia, and LATAM.

SENIOR PRODUCT DESIGNER | AXA PARTNERS

2022–2023

- Designed an internal partner-services solution, using UX research, analytics, and testing to inform product and interface decisions.
- Developed a design system connecting client brands with the product and introduced design tokens.
- Prepared UI handoff and coordinated implementation work through Azure tickets.

FREELANCE PRODUCT DESIGNER | ACCENTURE

2020–2022

- Designed adaptable components and responsive interfaces for internal projects, guided by research and information architecture.
- Developed design systems to maintain consistency across devices.

FREELANCE UI DESIGNER | SEAT/CUPRA, VOLKSWAGEN GROUP

2020

Designed UI elements for in-vehicle HMI and infotainment experiences using Photoshop and Sketch.

DESIGN & TECHNICAL TOOLS

DESIGN: Figma, FigJam, Adobe Creative Suite

DESIGN SYSTEMS & DOCUMENTATION:
Storybook, Supernova, Zeroheight, Notion, Confluence

ENGINEERING COLLABORATION:
Working knowledge of React component architecture and Storybook library workflows · HTML/CSS · GitHub/GitLab · Component properties and design code alignment · QA

DELIVERY & ANALYTICS: Jira, Azure, Hotjar, Google Analytics

AI TOOLS: Cursor · Claude · ChatGPT

CREATIVE AI: Krea · Higgsfield