Jose Andrés Granero Encinas
Product Designer

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📍 Salamanca (Spain)

Specialized in UX/UI architecture, design systems, and component libraries

Professional profile

Product Designer with 15+ years of experience in complex digital products, specializing in scalable design systems, accessibility, and reusable components (React and Web components).

Expert in prototyping with Figma, design systems, HTML5, CSS3/SASS, design tokens, and responsive design. I lead projects end-to-end, from UX research to front-end development, with a strong focus on visual consistency, performance, and user experience. Experienced leading teams and setting design standards in Agile environments.

Work experience

Product Designer - UX-UI Architect — Devo
From July 2018 to September 2025 / Madrid - remote

- Design and development of the main interface for Devo's data analytics platform.
- Co-creator of the Design System: React components library, system documentation using Storybook, style library based on SASS, custom icon library and design tokens system.
- Participation in UX processes: wireframing, prototyping, user validation... etc.
- Focus on accessibility, responsive design, and scalability.
- Tools: Figma, GitLab CI/CD, GitHub, Storybook, Jira and Confluence.

Design Lead — Saga Soluciones
From October 2012 to July 2018 / Seville

- Designed and developed 40+ portals with OpenCms, HTML/CSS, Bootstrap, JS.
- Delivered training and led accessibility (AA compliance) migrations.
- Clients: Acerinox, Aldi, universities, municipalities, provincial councils...

Creative Director & Co-Founder — Teléfono rojo publicidad
From November 2005 to October 2012 / Seville

- Directed campaigns, branding, and corporate websites for NGOs and institutions.
- Clients included Agencia Progreso y Salud, Solidaridad Internacional, ENRICH, Zemos98... etc.

Portfolio

- **Genesys design system - Figma** https://www.figma.com/design/wKTuF8eVSqEJWjsQarKydC/GDS---UI-Kit----v2.0.0
- **Genesys design system - SB documentation** https://genesys-ui.github.io/design-system
- **Genesys UI components library** https://devoinc.github.io/genesys-ui
- **Genesys design tokens library** https://devoinc.github.io/genesys-brand-devo
- **Genesys icons library** https://genesys-ui.github.io/icons
- **Genesys GitHub repository** https://github.com/genesys-ui

Education

- **Design Systems for Digital Products** — Fictizia — 2019 / Madrid
- **Bachelor's Degree in Market Research and Techniques** — University of Seville — 2007 - 2011 / Seville
- **Bachelor's Degree in Advertising and Public Relations** — University of Seville — 2001 - 2005 / Seville

Relevant additional training

The Web Developer Bootcamp (Udemy), JavaScript: From Zero to Details (Udemy), How To Design for Accessibility for UX Designers (Udemy), WordPress + WooCommerce (Udemy).

Skills

- **Design:** UX/UI, Design Systems, Responsive Design, Accessibility (WCAG).
- **Frontend:** HTML5, CSS3/SASS, JavaScript, React, Angular, Tailwind, Bootstrap, jQuery.
- **Tools:** Figma, Storybook, GitHub/GitLab, IntelliJ, Confluence.
- **CMS:** OpenCms, WordPress, Magento.
- **Graphic Design:** Photoshop, Illustrator, InDesign.

Languages

- **Spanish:** Native.
- **English:** B2.

Key competencies

- Strategic vision for digital products
- Multidisciplinary teamwork
- Teaching and training skills
- Customer and results orientation
- Creativity and visual thinking