



# Jose Andrés Granero Encinas

## Product Designer

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

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joseandresgranero.com

## Professional profile

Product Designer with 10+ years of experience in complex digital products (especially B2B SaaS environments), 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.

Skilled in mentoring design teams, defining standards, and collaborating in Agile and fast-paced environments.

## Work experience

### Product Designer - UX/UI Architect — Devo

From July 2018 to September 2025 / Madrid - remote

Devo Technology is a cloud-native B2B SaaS platform for data analytics and cybersecurity, serving enterprise clients worldwide.

- Designed and developed the main interface of Devo's enterprise data analytics platform.
- Co-authored and implemented the Genesys Design System, a scalable React component library with SASS-based framework, design tokens, and custom iconography — adopted by more than five development teams.
- Actively contributed across the UX process: wireframing, prototyping, user testing, and validation.
- Ensured consistency, accessibility (WCAG compliance), and responsiveness in data-rich enterprise environments.
- Collaborated closely with product managers, engineers, and stakeholders to align design with business goals and technical constraints.
- Tools: Figma, GitLab CI/CD, GitHub, Storybook, Jira, Confluence.

### Design Lead — Saga Soluciones

From October 2012 to July 2018 / Seville

- Designed and developed over 40 responsive web portals using OpenCms, HTML/CSS, Bootstrap, and JavaScript.
- Led accessibility compliance projects (AA level) and delivered training sessions for client teams.
- Collaborated with clients including Acerinox, Aldi, universities, municipalities, and public institutions.

### 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, Zemos 98, etc.
- Managed multidisciplinary teams, ensuring alignment between creative and digital production.

## Portfolio

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- **Main portfolio** <https://joseandresgranero.com>
  - Genesys design system: created the Devo design system from the ground up, radically enhancing consistency and scalability, and the speed of design and development. <https://joseandresgranero.com/projects/genesys-design-system>
  - Devo UI refactor: complete UX/UI redesign of a data-analytics platform, introducing a new design system and look & feel. <https://joseandresgranero.com/projects/ui-refactor>

## Education

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- **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

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

## Skills

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- **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

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- **Spanish:** Native.
- **English:** B2-C1 Professional Working Proficiency.

## Key competencies

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- Strategic vision for digital products.
- Leadership and team collaboration.
- Teaching and mentoring skills.
- Customer and results orientation.
- Creativity and visual problem-solving.