

Francisco Celemin

Senior Product Designer

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Portfolio franciscocelemin.com

Senior Product Designer with 10+ years leading end-to-end design across fintech, banking, igaming and consumer platforms — turning ambiguous briefs into shipped, measurable product by reframing problems, stress-testing assumptions, and aligning teams around them.

SELECTED IMPACT

- **Led the end-to-end redesign of promotional flows at Lottoland**, producing a sustained double-digit lift in bonus completion and conversion while materially cutting support ticket volume.
- **Defined the UX strategy for investment products at ING Spain**, restructuring information architecture and navigation through tree testing, moderated usability studies and heuristic evaluation.
- **Architected scalable design systems across multi-market platforms** at AXA Group and Telecoming — reducing per-project custom work and accelerating team delivery.
- **Introduced a SUS measurement framework at ING**, making usability scores comparable across products for the first time and giving product managers direct, structured visibility into experience gaps.
- **Aligned conflicting product, marketing and legal priorities at Lottoland** by reframing the promotional platform scope early — surfacing incompatible assumptions before development began and preventing costly late-stage pivots.

PROFESSIONAL EXPERIENCE

Senior Product Designer — Lottoland

2021 – Present · Remote

- Led design end-to-end for the promotional platform domain as one of several Lead Designers, each accountable for a distinct product area — embedded within a cross-functional squad of engineering managers, architects, product owners and product managers.
- Reframed a highly ambiguous initial brief through structured discovery — defining what to design before any wireframe was drawn, and aligning stakeholders on a shared problem definition.
- Resolved conflicting priorities between product, marketing and legal by facilitating alignment sessions that surfaced incompatible assumptions early — enabling coherent delivery across markets and preventing late-stage design pivots.
- Designed and shipped a back-office admin platform from scratch, establishing interaction patterns and a component library adopted across the design team.
- Traced a recurring support issue back to terminology inconsistencies in the design — a root-cause analysis that led to a cross-functional fix and a marked drop in inbound ticket volume.

Senior UX Designer — ING Spain

2019 – 2021 · Madrid

- Challenged the initial IA redesign direction when early tree testing revealed the assumed user mental model was incorrect — reframing the structural approach before development began and avoiding significant rework downstream.
- Designed and introduced a SUS-based satisfaction framework, producing comparable usability scores across products and giving product managers structured, actionable evidence for the first time.
- Built plain-language dashboards that translated usability data into evidence product stakeholders could act on — replacing ad-hoc feedback with structured, repeatable measurement.
- Led a mobile optimisation sprint validated post-release, moving fund comparison from a 'Poor' to a 'Good' SUS rating.

Senior UX/UI Designer — Telecoming

2018 – 2019 · Madrid

- Led end-to-end product design for digital payment and subscription solutions across multiple markets simultaneously, grounding every decision in user research and accessibility.
- Co-created a scalable design system with engineering, standardising components across product lines and enabling consistent delivery without per-market custom work.
- Mentored junior designers and interns, several of whom transitioned into permanent roles on the team after the placement.
- Partnered with legal and compliance to translate regulatory requirements into interfaces that built user trust without adding friction.

UX Designer — Architas (AXA Group)

2017 – 2018 · London

- Shaped a multilingual B2B adviser hub for financial professionals across Europe, facilitating discovery workshops with advisers, product managers and solution architects.
- Co-built a design system with the development team, enabling the platform to scale across market variants without per-country custom work.
- Mentored interns who later joined the team in permanent positions, contributing to early design hires within the studio.

Product Designer — Dreamable

2016 · San Francisco

- Led product design end-to-end for a fully distributed team across three continents, from concept through shipped prototype with structured documentation across time zones.

Product Designer — Oddschecker

2015 · London

- Conducted user research across one of the UK's largest sports betting and odds-comparison platforms, translating findings into prioritised product improvements. Contributed to a shared component library.

UX/UI Designer — Hello World London & Tateossian

2013 – 2015 · London

- Shipped user-centred experiences across CMS, e-commerce and mobile, delivering accessible, visually polished products within cross-functional teams.

TOOLS

Figma · Maze · Optimal Workshop · UserTesting · Hotjar · Dovetail · Amplitude · HTML / CSS (working knowledge)

EDUCATION

MA User Experience Design · Akendi · London

2016

MA Art Direction & Web Design · CICE · Madrid

2008–09

Design & Graphic Production · Islas Filipinas · Madrid

2006–08

Languages: Spanish (Native) · English (Fluent C2)