

Javier Salido

Principal Product Designer

hi@javersalido.com

javersalido.com

linkedin.com/in/javersalidodeluelmo

+1 305 903 8328 · Black Mountain, NC · Remote

Twenty years designing products and building the systems behind them, for Harley-Davidson, BNP Paribas, Converse, and the U.S. government, among others. I bring an owner's view, designing with the business in mind: what it costs, what it earns, and what happens after launch.

WHAT I BRING

Design direction

Set direction for government programs and global brands, and advise stakeholders directly.

Systems at scale

Design systems adopted as the single source of truth across web and mobile.

AI-native practice

Build custom AI tools. Component work went from a day to ten minutes.

Hands-on builder

Prototype and code front-end myself, so teams test working ideas early.

Business focus

Weigh every design decision against cost, revenue, and life after launch.

TOOLKIT

Figma, Figma Make, Claude with MCP, HTML, CSS, JavaScript

LANGUAGES

English, professional
Spanish, native

EXPERIENCE

TBWA\Chiat\Day

Jul 2021 - Oct 2026

Principal Product Designer · New York

- Set design direction end to end for high-accountability U.S. government engagements: brand systems, UX strategy, interface, and front-end, advising stakeholders directly.
- Proposed an interactive ad-investment simulation dashboard after the dev team scoped it out, then built it myself with AI and Figma Make. It runs locally on the client's machines and made custom tooling a service the team now offers.
- Connected Figma to Claude through MCP to generate tokens, variables, and full component variant sets, cutting variant work from about a day to ten minutes. Extended it to accessibility checks and animation.
- Built a generative imagery tool with a preset library and free prompts, handed off for the client to run on their own.
- Grew a government education platform from a visual refresh into full UX, information architecture, and branding, including the program's first Figma design system.

Propelland

Feb 2020 - Jul 2021

Senior Designer · San Francisco Bay Area

- Led the design system for a top-10 U.S. bank: architecture, component library, and design tokens, from concept to handoff.
- Adopted across web and mobile teams as the single source of truth for product design.

MullenLowe U.S.

Aug 2017 - Sep 2019

Senior Designer · New York

- Designed and shipped digital products for Harley-Davidson, Toyota, Corona, Whole Foods, and Monster.com, from native apps to ecommerce platforms and custom CMS builds.
- Harley-Davidson: designed rider app features (GPS route creation, a mileage leaderboard) that shipped as designed, and the current site's product pages with a 3D bike render and interactive specs.
- Monster.com: redesigned search and the job-offer email. Both have run unchanged in production since 2020.

The Brand Collective

Dec 2016 – Aug 2017

Digital Design Lead · Miami

Set up and led the digital design department, shipping campaign and product work alongside the development team.

Social Noise

Feb 2012 – Dec 2016

Design Team Lead · Madrid

Led a remote design team across UX, UI, and branding for web projects and advertising.

FOUNDER

Sublin **EXIT**

2014 – 2015

Co-founder · Madrid

Built an ecommerce platform for custom phone cases made from customers' own social photos, concept to production in three days on a \$3,000 budget. Grew it through revenue-share partnerships with artists and influencers, then sold it.

Wizyu

2010 – 2011

Founder & Art Director · Madrid

Founded a creative studio built on working with clients as partners. It ran under those principles for another ten years.

EARLIER

Perfil Creativo · Senior Designer. Art direction for a fashion magazine, concept to print.

2007 – 2010

Clip-Design · Junior Designer. Campaigns for Coca-Cola and Ron Barceló.

2006 – 2007

Sanson y Dalila · Interactive & Brand Designer. Brand guidelines and identity work.

2004 – 2006

EDUCATION

Universidad Politécnica de Madrid · HTML5, CSS & JavaScript web apps

2015

IAB · Interaction design

2014

Istituto Europeo di Design · Communication, marketing & advertising

2010 – 2011

Escuela Nacional de Artes Gráficas · Graphic arts

2006 – 2008

CEI · Audiovisual communication

2004 – 2006