

Juan Camilo Castañeda

Product Designer — Workflow Automation & Internal Tools

Barcelona, Spain · [cascas.website](#) · [linkedin.com/in/cascasdesign](#)

PROFILE	Product Designer with 3+ years designing and building internal tools, workflow automation, and design systems for a just-in-time print production company (clients include IKEA, Glovo, and Leroy Merlin). I learn the job first, then design and ship the tool, from workflow analysis to shipped Electron.js apps and a token-based design system that powers AI-generated documents. Background in visual design; Master's in Innovation & Design Management.	
WORK EXPERIENCE	Product Designer — Internal Tools & Design Systems · Bolbrac, Barcelona 03/2023 – Present Large-format print production and graphic consultancy serving brands such as IKEA, Glovo, and Leroy Merlin. - Designed and built Gestor PDF, an Electron.js batch tool for PDF validation, renaming, splitting, merging, and e-commerce export, used daily by web, design, and pre-press. Average ticket time fell from 20–30 to 8–10 min (simple uploads) and ~1.5 h to 40 min (complex). - Removed a manual file-copying step from production by linking every print file to its WooCommerce product ID, so files reach each order folder automatically. - Built and own a three-layer design system (502 tokens, Figma → JSON → CSS) running the PHP order manager, now redesigned for readability, and internal documents. AI generation checked against canon templates cut document production from hours to minutes. - Designed Logistics Control, a warehouse check tool built on the system: visual piece checks grouped by material, with missing-piece reasons routed to printing, design, or web (partly deployed). - Earlier in the role: improved information architecture and checkout usability across multiple B2B WooCommerce stores.	
CASE STUDIES	Decisions, trade-offs, and outcomes at cascas.website : Gestor PDF (internal tool, design + build) · Design System & Logistics Control (design system, enterprise UX).	
SKILLS	Key skills: Workflow automation, Process automation, Internal tools, Operational UX, Design systems, B2B product design, Stakeholder alignment Technical: Figma (variables & tokens), HTML, CSS, JavaScript, Electron.js, WordPress, WooCommerce AI: Claude & Claude Design for document automation and code-assisted prototyping Product & UX: Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Usability Heuristics, Accessibility, Design Tokens Visual: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) Languages: Spanish (native), English (C2), Catalan (B2)	
EARLIER EXPERIENCE	Set Designer / Visual Merchandiser · Nobodinoz, Barcelona 2021 – 2022 Branded exhibition environments and retail spaces, including Maison & Objet Paris. Graphic Designer · Erika Lust Films, Barcelona 2020 Graphic Designer · La Magnètica, Barcelona 2019 Graphic Designer · TheCreative.Net, Barcelona 2019 Set Designer · Media Pro Colombia, Bogotá 2018	
EDUCATION	Master's Degree in Innovation & Design Management · BAU, Barcelona 2018 – 2021 Postgraduate in Communication & Digital Content Creation · BAU, Barcelona 2021 – 2022 Bachelor's Degree in Graphic Design · Universidad Jorge Tadeo Lozano, Bogotá 2012 – 2016	