

Àngela Sauret Güeto

AI Product Design · Design Systems · Team Leadership

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I think in strategy first and execution second, which is exactly what a team needs when the roadmap gets fuzzy. I build trust fast, so design gets pulled into the conversation early instead of handed a spec. Just as comfortable leading a team as leading from inside the work, hands still on the pixels. Right now, that also means treating AI as an open question, testing new ways to use it in real-world work, and helping others navigate its adoption.

EXPERIENCE

TransPerfect

04/2024 - Present

Director of Product Design

- Oversee design across the 10-product portfolio. E.g. leading AI-accelerated redesigns (redaction and file-sharing apps) and evolving the design process for the VDR platform.
- Leading Design in TransPerfect's AI adoption program: conference talks, a presentation series, office hours, and reusable AI skills built for the team.
- Led visual brand strategy for GlobalLink, TransPerfect's technology brand, including a full logo redesign (2024), and defined a DesignOps strategy to align design practice across teams.
- Built Compass Design System v2: shifted toward an agentic design system that AI agents can read to generate prototypes and improve the design-to-engineering handoff.

03/2022 - 04/2024

Design Team Lead

- Inherited a 5-designer team without a lead for a year, and rebuilt it, growing the team to 14 product designers and researchers.
- Built TransPerfect's UX research function from zero: established two dedicated researchers embedded across product teams, closing a capability gap across a 10+ product portfolio.
- Founded Compass, TransPerfect's first Design System; a shared CSS foundation evolved into reusable Vue components.

ManoMano

04/2021 - 03/2022

UX Lead (stepped up from Senior Product Designer)

- Co-created the Sellers Product Vision with the Product Director and presented it to C-level, translating it into roadmap priorities (onboarding, KAM/SAM process, PIM data quality).
- Synthesised existing seller research with a new 5-seller diary study into a complete pain-point map across the seller journey to identify main pain points and opportunities to improve the ManoMano Seller's Experience.
- Managed 3 designers and ran design and research across 3 PI planning cycles under SAFe, coordinating priorities across multiple squads on the sellers platform.

Frog Design

02/2019 - 03/2021

Product Designer (in-house at AXA Partners)

- Product designer for two zero-to-one B2B2C products built simultaneously for AXA Partners' assistance business for motor and home verticals.
- Designed e-Rescue, a mobile-first roadside assistance web app. Rolled out across 6 countries within a year — 33,000 digital cases created Jan-May 2020, 6,000/month in Spain.
- Designed Home Manager, a home-assistance request and tracking product, grounded in trust research and scoped from call-center case data.

Dorna Sports

06/2018- 02/2019

UX Researcher

- Full relaunch of the MotoGP video experience (player, playlists, categories) and a redesigned registration flow and purchase funnel.
- Ran a competitive benchmark and full audit of MotoGP's video player across web, iOS, and Android, and partnered with a data agency to analyse consumption patterns across live races, on-demand, and VOD content.

Fundació Vicki Bernadet

04/2017 - 06/2018

UX Designer and Communication Manager

- Rebuilt the foundation's website information architecture and content strategy based on interviews with staff and with users of its psychological support services.
- Result: contact-form submissions increased 200% in the first month post-launch (each one a person reaching out for support for the first time).

Mediapro and Lavinia

02/2016 - 10/2016

Video Journalist

- Journalist and camera operator across news services for Spanish TV channels (TV3, ETB, TVE, La Sexta, Betevé), including two years reporting from the US.
- Ten years of research, interviews, filming, and editing under deadline.

EDUCATION

- Stanford Online, 2026
UX/UI for AI Products
- Figma.camp, 2025
A11y Camp
- Figma.camp, 2024 and 2026
Design System Specialist
- Institut Gestalt, 2022 - 2023
Postgraduate in Professional and Systemic Coaching
- AJ&Smart, 2019
Design Sprint Masterclass
- USER School, 2018
Design Research Course
- General Assembly, 2015
User Experience Design Bootcamp
- IDC-UPF, 2012-2013
Postgraduate in Communication Management
- UAB, 1999 - 2004
Graduate in Journalism

LANGUAGES

Spanish · native

Catalan · native

English · fluent

Portuguese · medium

SKILLS

Leadership & Strategy

Design Strategy · Mentorship · Stakeholder collaboration · Facilitation

Product Design

Design Systems · Data Analysis · Interviews · User Testing · Content Strategy · Prototyping

AI Design & Workflows

Prompt Engineering · Context Engineering · AI prototyping · Vibe Coding · Skills creation

Tools

Claude Code · Cursor · Code Design · GitHub · Midjourney · Figma · Matomo · Tableau · Azure