

Àngela Sauret Güeto

AI Product Design · Design Systems · Team Leadership

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I help product organizations scale design impact through systems thinking and team leadership. Director-level experience leading 14-person design teams across 10-product portfolios, building design systems from zero, and establishing UX research capabilities. Currently leading AI adoption strategy for design teams, from conference talks to hands-on prototyping with Claude and Cursor, staying close to execution.

EXPERIENCE

TransPerfect

04/2024 - Present

Director of Product Design

- Direct design strategy across 10-product portfolio, including AI-accelerated redesigns for redaction and file-sharing apps, and design process evolution for the VDR platform.
- Spearheaded TransPerfect's AI adoption program for design: delivered conference talks, launched internal presentation series and office hours, and built reusable AI skills framework 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 that had operated without leadership for a year; rebuilt team structure and scaled to 14 product designers and researchers.
- Built TransPerfect's UX research function from zero: hired and embedded two dedicated researchers across product teams, closing a critical capability gap for the 10+ product portfolio.
- Founded Compass, TransPerfect's first design system; evolved shared CSS foundation into reusable Vue component library.

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 leadership, translating strategy into roadmap priorities: onboarding, KAM/SAM process, and PIM data quality.
- Synthesized existing seller research with a new 5-seller diary study into a complete pain-point map across the seller journey, identifying key opportunities to improve the ManoMano Seller Experience.
- Managed 3 designers and coordinated design and research priorities across 3 PI planning cycles under SAFe, aligning multiple squads on the sellers platform.

Frog Design

02/2019 - 03/2021

Product Designer (in-house at AXA Partners)

- Led product design for two zero-to-one B2B2C products built simultaneously for AXA Partners' assistance business across motor and home verticals.
- Designed e-Rescue, a mobile-first roadside assistance web app, and led rollout across 7 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.
- Conducted competitive benchmark and full audit of MotoGP's video player across web, iOS, and Android, and partnered with a data agency to analyze 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 users of its psychological support services—contact-form submissions increased 200% in the first month post-launch.

Mediapro and Lavinia

02/2016 - 10/2016

Video Journalist

- Journalist and camerawoman across 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
- Design System Specialist
Figma.camp, 2024 and 2026
- Postgraduate in Professional and Systemic Coaching
Institut Gestalt, 2022 - 2023
- Design Sprint Masterclass
AJ&Smart, 2019
- Design Research Course
UXER School, 2018
- User Experience Design Bootcamp
General Assembly, 2015
- Postgraduate in Communication Management
IDC-UPF, 2012-2013
- Graduate in Journalism
UAB, 1999 - 2004

LANGUAGES

Spanish · Native

Catalan · Native

English · Fluent

Portuguese · Basic

SKILLS

Leadership & Strategy

Design Strategy · Design Thinking · Stakeholder collaboration · Mentorship · Facilitation · Team leadership

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