

JAIME CABALLERO

SENIOR PRODUCT DESIGNER

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I turn complex product problems into clear experiences, from user research and design systems to hands-on frontend development.

RELEVANT EMPLOYMENT

Design & Development

DEC 2023 - PRESENT

@ GLASS COFFEE

LONDON

Design and develop the Shopify storefront, product and producer pages, reusable content templates and AI-assisted publishing workflows, connecting brand storytelling with frontend implementation.

Head of Design

2021 - 2023

@ CHECKSTEP

REMOTE

Led design for an AI content-moderation startup. Turned product goals into delivery milestones, from research and prototyping to hands-on UI development. Simplified the component library.

Senior Product Designer

JAN 2021 - APR 2022

@ WISE

LONDON

Redesigned the transaction experience for the Spend team, scaled the card offering and reduced customer contact rates. Delivered Rewards across multiple teams.

Head of Design

NOV 2017 - DEC 2019

@ EOLA

REMOTE

As first employee, built a B2B/B2C experiences platform from scratch. Established a scalable design system, UX/UI processes and research and validation practices.

Product Designer

NOV 2016 - NOV 2017

@ MOTEEFE

REMOTE / LONDON

Redesigned a B2B/B2C garment-printing and marketing product. Led research and strategy, scoped delivery with the board, hired designers and developers, and executed the redesign.

Frontend Engineering

2014 - 2016

@ R/GA / BASE

LONDON

UI Engineer at R/GA; Head of Frontend at Base Creative. Bridged design and engineering.

SKILLS

- **Product design:** User interviews, usability testing, research synthesis, journey mapping, wireframes and interactive prototypes.

- **Design systems:** Figma, component libraries, responsive UI, atomic design and consistent interaction patterns.

- **Frontend development:** React, TypeScript, HTML, CSS, unit testing, web performance and progressive enhancement.

- **Leadership:** Design direction, mentoring, hiring, stakeholder collaboration and delivery planning.

- **Digital commerce & AI:** Shopify, structured product content, reusable templates and AI-assisted design and coding workflows.

EDUCATION

Computer Science, B.S.

UNIVERSITY OF OVIEDO · 2009 - 2012

Behavioural Science

COGLODE · 2021

Behavioural principles for product decisions and workshop facilitation.

Responsive UX & Patterns

SMASHING CONFERENCE · 2014 - 2015

Workshops with Marko Dugonjić and Brad Frost.

READ CASE STUDIES AT [CABALLE.RO](https://caballe.ro)