

Roxana Gómez



I'm a Staff Product Designer specializing in design systems, with 8 years building and scaling component libraries, governance models, and cross-functional design/engineering standards. My work centers on making systems usable in real product cycles—through clear architecture, strong documentation, and measurable consistency across teams.

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 [in/roxanagomezdaza](https://in.linkedin.com/in/roxanagomezdaza)

WORK EXPERIENCE

Senior Product Designer (Design Systems) Twilio

JAN 2024 - PRESENT

Led the design execution of Twilio's migration from a legacy design system to a new framework in partnership with Product and Design leadership.

- Defined the execution framework for an external agency of 6 designers, including delivery standards for consistency, accessibility, usability, documentation quality, and Figma system health.
- Owned end-to-end coordination of migration work, ensuring alignment between agency output and Twilio design system standards.
- Conducted detailed design QA and review cycles for all deliverables prior to system acceptance.
- Established structured feedback practices and review language to improve clarity, consistency, and efficiency in cross-team critique.
- Partnered with internal designers and engineers to resolve implementation questions and ensure production readiness.
- Continuously reprioritized migration roadmap based on internal product needs and system-level priorities.

Senior Product Designer PowerToFly

SEP 2022 - DEC 2023

Joined during a period of UI fragmentation and worked to establish shared structure between design and engineering.

- Replaced fragmented UI patterns with a shared Figma and Storybook component library, reducing duplicated UI work across teams.
- Established a common component language between design and engineering, improving predictability in implementation.
- Authored contribution guidelines and documentation to formalize how components are proposed, reviewed, and adopted.
- Led cross-team workshops that shifted designers from building one-off UI to designing reusable, multi-use components.
- Improved system adoption by training designers to use Storybook as a production reference rather than relying solely on mockups.

AREAS OF EXPERTISE

Design Systems

- Component architecture
- Interaction patterns
- Design tokens & foundations
- Documentation & governance
- Accessibility (WCAG)
- Figma ↔ Code workflows

Product Design

- Product strategy
- Complex workflows
- User research
- Information architecture
- Usability testing
- Prototyping

Leadership & Collaboration

- Cross-functional facilitation
- Engineering partnership
- Design critiques
- Design QA
- Stakeholder management
- Workshop facilitation

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WORK EXPERIENCE

Product Designer AllTheRooms

FEB 2020 - AUG 2022

Led design and research for a data-heavy consumer analytics platform.

- Designed and shipped the end-to-end web experience (30% sign-up conversion).
- Supported growth initiatives improving paid acquisition (2–5%).
- Introduced foundational components to prevent structural drift as the product scaled.
- Worked closely with engineers to define component structure and reusable patterns.
- Conducted design QA in Storybook to ensure production fidelity.
- Ran research on user decision-making in dense data environments and translated findings into structured product direction presented to leadership and board members.

User Experience Designer Celag.org

APR 2017 - AUG 2019

Led a 2-person design team rebuilding CELAG's digital presence, defining the brand's visual system and editorial UX across web and social.

- Created consistent templates and visual systems for article thumbnails and editorial layouts
- Defined the brand's digital identity, including logos, fonts, illustrations, and assets for social media distribution
- Continuously improved web user flows and supported implementation of new features through hands-on design iteration from a static content site to an editorial-style platform with custom UX flows

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