

Roberto Salazar

Senior UX/UI Designer · Data-Heavy Interfaces & Financial Product Design

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Open to remote, hybrid, and on-site engagements

◆ PROFILE

Senior UX/UI Designer with 10+ years of experience, including 6 years designing complex, data-heavy product interfaces for the fintech sector. Currently sole designer at BITA, a B2B index and portfolio technology firm, where I own end-to-end design for platforms used daily by quantitative analysts, asset portfolio managers, and institutional clients, including BNP Paribas, MarketVector and SIX Group. Equally strong in UX thinking (research, user journeys, information architecture) and UI craft (component systems, data visualisation, design systems). Available for contractor engagements, remote or on-site.

◆ EXPERIENCE

UX/UI Product Designer *Oct 2020 – Present*

BITA · Frankfurt, DE (remote)

↑ *Promoted from Freelance Visual Designer to full-time UX/UI Designer, May 2022*

- Sole designer across product and brand, responsible for end-to-end UX/UI of BITAcore 2.0 — a complex index and portfolio builder used by quants, analysts, and portfolio managers to configure, backtest, and visualise financial indices using metadata, time-series data, and performance metrics.
- Designed BITAlens, a data-intensive portfolio management and reporting tool built for SIX Group, enabling users to track portfolio values, composition weights, and return performance through dense, information-rich dashboards and data visualisation.
- Conducted regular user research and maintained documented user journeys, navigation models, and information architecture across both platforms — mapping flows from high-level overview to granular data investigation.
- **Design System ownership:** Architected and maintained the BITA Products Design System — establishing scalable, accessible (WCAG 2.1+) component libraries covering recurring data structures, metrics tables, chart patterns, and filter/navigation UI, ensuring visual and functional consistency across all product touchpoints.
- Drove measurable growth impact: client base expanded from 16 to 30+ institutional clients (including SIX Group, BNP Paribas, and MarketVector) across the period of product redesign and UX improvement.
- Managed BITA's Figma design repository and cross-team handoff processes, maintaining a single source of truth for product and marketing design.

UX/UI & Visual Design Consultant *Nov 2019 – May 2022*

Self-Employed · Barcelona, ES

- Delivered end-to-end UX/UI design for Rockets to the Moon — a social trading platform (Avanti, Taiwan) — from concept through launch: user flows, interface design, and visual identity.
- Designed UI assets and character illustrations for Type Epsilon (France), contributing to the game's visual language and in-game experience.
- Co-developed interface, character design, scenario illustration, and narrative for Delta - Kaleidoscopic Girls (Subnormal Gang, Spain/Argentina) — indie game with successful public demo release.

Art Director *Oct 2017 – Oct 2019*

Editorial Ginnun · Caracas, VE

- Directed visual identity and aesthetic direction of 11 published works (5 literary titles, 6 comics), overseeing cover design, editorial layout, and typographic standards.
- Managed and mentored a team of 2 graphic designers and 5 illustrators, ensuring quality, consistency, and on-schedule delivery.

Graphic Designer *May 2016 – Oct 2017*

Impresionate Publicidad · Valencia, VE

- Designed BTL, POP, and print materials for client campaigns. Produced corporate video editing and managed social media content.

◆ SKILLS & TOOLS

UX & Product Design User research · User journeys & flows · Information architecture · Wireframing · Prototyping · Usability testing

Data Interface Design Dashboard design · Data visualisation · Financial UI patterns · Complex table & metrics UI · Figma Charts, Data Lab & Google Sheets Sync

Design Systems Component library architecture · Accessibility (WCAG 2.1+) · Design tokens · Cross-team handoff (Figma)

UI & Visual Design Figma · FigJam · Adobe Illustrator · Adobe Photoshop · Adobe InDesign

Motion & Video Adobe After Effects · Adobe Premiere Pro

AI & Prototyping Cursor · Antigravity · Figma Make · Claude Code

Productivity ClickUp · Obsidian

◆ CERTIFICATIONS

Anthropic · 2026

AI Fluency: Framework & Foundations · Claude 101 · Claude Code in Action · Introduction to Subagents · AI Capabilities and Limitations

UI Collective — Master Design Systems · 2026

UI Kit Collection & Variables · Dev Hand-off · Advanced Accessibility · UX Deliverables · User Testing · App Security Basics · AI Agents in Design Process

Escola Joso — Blender Bootcamp · 2024

3D Modelling for Scenery and Characters · Retopology · Shaders · Procedural Nodes · Lighting · Rigging · Industry standards and model optimization

Adobe · 2023

Adobe Certified Professional — Photoshop · Illustrator · InDesign · After Effects · Premiere Pro

◆ EDUCATION

B.A. in Graphic Design & Business Administration

Universidad Nueva Esparta · Caracas, VE · 2014 – 2018

◆ PROFESSIONAL ASSOCIATIONS

UI Collective — Jan 2026 – Present · Toronto, ON

Design Shapers — Dec 2025 – Present · Spain

Friends of Figma — Nov 2021 – Present · Barcelona, ES