Laura García Diéguez

Senior Product Designer with 6+ years working on B2B and SaaS products, most recently designing tools for sellers at Gumroad. I work from the problem through implementation, shipping production code with AI tools.

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Open to relocation

WORK EXPERIENCE

Senior Product Designer / Gumroad (Antiwork)

JAN 2024 – FEB 2026, Freelance | Remote, Async

- As the **only Product Designer** for 7 engineers and no PM, shipped 13 major features and ~35 improvements across Gumroad and Flexile.
- Designed **Tipping:** Preselecting 20% added **~4.5% GMV**, but creator feedback showed it pressured their buyers. We made "No tip" the default, which still added **~0.7% GMV**.
- Designed and built **Instant Payouts**, a paid cash-out option (3% fee) for creators to cash out immediately. It paid out **$1M+ in its first ~3 months**.
- **Updated Gumroad's checkout**, a flow handling **~$2M** in creator sales a week: reordered the form, made payment responsive, and removed a redundant field.
- **Led Flexile's UI redesign:** all **~40 pages** over 7 months, including complex workflows for equity, dividends, invoicing, and legal documents.
- **Shipped production code with AI**: built the checkout payment form myself in under two days, shipped 13 Flexile UI PRs including dark mode, and directed Devin, an AI coding agent, on 25 more.
- Helped bring **Gumroad's Figma and Storybook design systems** back in sync (~20 components). The public Figma file has **3.5k+ users**.
- **Reviewed UI in ~40 open-source contributor PRs** in Gumroad's first year as an open-source project.

Career break / Parental leave

OCT 2022 – JAN 2024

Product Designer / Gumroad (Antiwork)

JUL 2021 – OCT 2022, Freelance | Remote, Async

- **Redesigned the checkout** from a single-product page to a full cart: ~40 screens and 4 payment methods, shipped with 3 engineers over 4 months.
- Designed **Product Recommendations** in the checkout, which raised creator **GMV by ~2.5%.**
- Designed **Team Members**, so creators could give their team access by role, and the Discord integration.

SKILLS

User research, Prototyping, UI Design, Design systems, Documentation, Metric-informed iteration, Responsive design, Accessibility, Heuristic evaluation, Information architecture, Complex workflows, Interaction specs, Design patterns & UX standards

TOOLS

Figma, HTML/CSS, React, Tailwind, TypeScript, GitHub, Codex, Claude, Cursor, Devin

LANGUAGES

Spanish - Native
English - C1
Portuguese - B1

UX-UI Designer / Beezy (now Appspace)

JUN 2020 – AUG 2021, Full-time | Remote

- Built Nectar, **Beezy's design system**, as one of three designers. It became the foundation of Appspace's Cosmos design system.
- Built **Brandinator**, a Figma tool that cut each client's custom branding from **1-2 days to an hour** and ran WCAG accessibility audits.
- Designed **Theater mode** for Beezy's Microsoft 365 intranet in two weeks: one modal to view and comment on documents, images, videos, and PDFs.

Junior - Associate Product Designer / Liferay

OCT 2019 – JUN 2020, Full-time | Remote

- Designed components and icons for **Lexicon**, Liferay's open-source design system. Documented in 15 merged PRs. The Figma file has **7k+ users** and the icon set **7.3k+.**
- With the research team, created a **heuristic evaluation method** for Liferay products.

Primary School Teacher, Foreign Languages

2013 – 2018

EDUCATION

UX-UI Design Bootcamp / Ironhack

2019 | Madrid

- 2nd place at the Madrid Hackshow.

Bachelor's degree in Primary Education (Foreign Languages) / Universidad de Sevilla

2007 – 2010 | Sevilla

SIDE PROJECTS

2026

tryhabits.app

Mac app
48 sales

HABIT TRACKER

Tatai

26 copies sold on Amazon KDP

COLORING BOOKS

Everground

43 users in beta

FITNESS APP