

Rafael Sepeda Errera

Design Lead | Principal Designer

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Portfolio: sepeda-rafael.com

Case Studies: medium.com/@sepedarr

Professional Summary

Design Leader with **20+ years** of experience building and scaling enterprise systems across complex, multi-product and multi-platform environments (Web, iOS, Android). Proven track record in defining **long-term system strategy**, establishing governance models, and driving adoption across distributed international teams.

As a **trusted partner to product and engineering leadership**, I specialize in increasing delivery efficiency and advancing design maturity through platform thinking. I have successfully delivered high-impact initiatives for global organizations, including **Uber**, **BMW**, and **Daimler**, with deep expertise in enterprise B2B SaaS and data-intensive products.

Based in Hamburg, Germany, with full working rights for the EU.

Core Competencies

Design & Product

- Product Design (Discovery to Delivery)
- **User-Centered** Design & Research
- **Prototyping**, Wireframing, Visual Design
- Accessibility (WCAG) Information Architecture Experimentation & A/B Testing
- Branding Identity and **Rebranding**
- Service **Blueprinting**

Systems & Technical

- **Design System** Strategy & **Token-Driven Architecture**
- AI-Enhanced DesignOps (MCP, LLM workflows)
- Component Libraries & Documentation
- Multi-platform Synchronization (Web, iOS, Android)
- Design-to-Code **Automation**

Leadership & Collaboration

- Cross-functional **Leadership**
- Stakeholder **Management**
- **Team Building** & Mentorship
- **Agile/Lean UX**
- **Strategic Thinking**

Tools

- **Design:** Figma, Adobe Creative Suite
- **AI & Automation:** MCP, LLM-based workflows, Cursor, Claude
- **Documentation:** Storybook, Supernova, Zeroheight, Confluence
- **Engineering:** React, JavaScript, HTML/CSS/XML/SQL
- **Collaboration:** GitHub, Jira, Agile/Scrum

Professional experience

Freelance Design Consultant

FEB 2026 - PRESENT, HAMBURG, GERMANY

Consulting independently with product and engineering teams on **Design System** architecture, **component strategy**, and UX. Supporting organizations with **DesignOps** improvements, Figma-to-code workflows, and system governance.

Design System Lead (contract)

JISR - HR AND TALENT MANAGEMENT SAAS

FEB 2025 - FEB 2026, RIYADH, SAUDI ARABIA (REMOTE)

- **Built** and **led** a Design System team from scratch (2 designers, 4 engineers, QA)
- **Defined vision, strategy**, governance, and operating model for a company-wide system
- **Delivered** a scalable, white-label, multi-language, multi-platform **Design System**
- Integrated **AI-driven** workflows into the design system lifecycle to automate repetitive design-to-code tasks
- **Established an MCP-based** AI workflow to synchronize design system documentation with engineering environments, reducing manual overhead
- **Led** migration of three legacy systems into a unified platform
- **Eliminated design debt** and reduced development inconsistencies by streamlining the hand-off process
- **Increased** delivery speed and component reusability
- **Supported** Payroll, Performance, and other product teams with redesigning the user experience in the core product

Design System Lead / Design Manager / IC Designer

CAREEM (UBER COMPANY) - TRANSPORTATION, MULTI-MOBILITY, E-COMMERCE

AUG 2022 - JAN 2025, DUBAI, UAE (REMOTE)

- **Led** the design system **strategy** as the core platform for a major company-wide rebranding
- **Led** design for Captain app (Driver experience) and core B2B SaaS products
- **Owned end-to-end design** for key Captain app features, from discovery through delivery
- **Partnered with Product** to define roadmap priorities based on user research and business goals
- **Automated** design **token** synchronization between **Figma** and engineering, streamlining the hand-off process
- **Developed** internal tooling for live documentation and system management
- **Mentored** designers and engineers across product teams to foster a culture of quality and contribution
- **Established** scalable design workflows and team structure

Design System Designer / Product Designer

FREE NOW (DAIMLER & BMW COMPANY) - TRANSPORTATION, MULTI-MOBILITY

NOV 2019 - AUG 2022, HAMBURG, GERMANY

- **Led** design for multiple B2B SaaS products
- **Designed and shipped** Growth Automation Marketing Engine (GAME), reducing campaign creation time from 10h to 30min
- **Established DesignOps** processes for system implementation and maintenance
- **Introduced** design **tokens** into the workflow
- **Introduced patterns**, improved documentation standards
- **Partnered** with UX Research to align system decisions with user insights

Design System Architect / Product Designer

MOOVEL GROUP (DAIMLER COMPANY) - TRANSPORTATION, MULTI-MOBILITY

JUN 2018 - NOV 2019, HAMBURG, GERMANY

- **Designed** architecture for an enterprise Design System
- **Established** cross-team governance and development processes
- **Coordinated** product teams for component delivery
- **Strengthened** collaboration between design and engineering

Senior UX/UI Designer

WUNDER CARPOOL - TRANSPORTATION

APR 2017 - APR 2018, HAMBURG, GERMANY

- **Built** design system and team workflows
- **Led** a team of 3 designers
- **Collaborated** with analytics, engineering, and leadership in an agile environment

Early career & experience

1994 - 2017

Roles: Lead UX/UI Designer, Senior Product Designer, and Full-stack Web Developer across international markets (New Zealand, Australia, USA, Spain, China, Finland, Ukraine, Russia)

Education

Kola Science Centre: Master of Science in Informatics and Mathematical Modelling

GRADUATED 2011

Informatics and Mathematical Modelling of Technological Processes

Petrozavodsk State University: Bachelor of Science in Applied Mathematics and Computer Science

1996 - 2001

Applied Mathematics and Informatics, Computer Science

Languages

- English - Business Fluent (C2)
- Russian - Native
- German - Basic (A2)
- Spanish - Basic (A2)