

Carlos Anazco

Senior Product Designer | Design Systems | Enterprise UX | SaaS Products

Tenerife, Spain | Available for Remote (EU/UK/US)
www.carlosanazco.com | linkedin.com/in/carlosanazco
+34 680 80 2040 | carlos.anazco@outlook.com

Profile

Senior Product Designer with over 15 years of multidisciplinary design experience designing SaaS platforms and mobile applications for complex operational environments. Specialised in Product Design, Enterprise UX, and Design Systems, delivering digital products used across national public transport networks in the UK and North America, supporting hundreds of thousands of users through complex, real-time operational platforms.

My experience combines systems thinking, user-centred design, and strong visual craft to simplify complex workflows into intuitive experiences. Collaborates closely with Product Managers, Engineers, and cross-functional teams to align user needs with business objectives, delivering scalable products that improve operational efficiency, user adoption, and measurable business outcomes.

Expertise

Product Thinking and Strategy

Product Thinking • Systems Thinking • Product Discovery • Problem Framing • Information Architecture • UX Strategy

Experience Design

Enterprise UX • User Journey Mapping • Wireframing • Interaction Design • Prototyping • Usability Testing

Design Systems and Scalability

Design Systems • Component Libraries • Responsive Design • Accessibility • Visual Design • Interface Architecture

Product Delivery and Leadership

Cross-functional Collaboration • Product & Engineering Partnership • Stakeholder Management • Workshop Facilitation
Agile Delivery • Design Leadership

Tools and Technologies

Figma • Sketch • FigJam • Adobe Creative Suite • Jira • Confluence • HTML • CSS • AI-Assisted Design

Experience

uTrack Software Solutions (Ireland)

2014 – 2026

Transport technology company developing SaaS platforms and mobile applications for public transport operators across Europe and North America.

Senior Product Designer

Head of Design

2023 – 2026

- Led the end-to-end Product Design of **FirstView**, a school transportation platform supporting over 300 districts, 50,000 vehicles, and 500,000 students across North America, partnering with clients, Product Managers, and engineering teams to transform complex operational requirements into intuitive digital products.
- Defined scalable Design Systems, reusable UI components, and interaction patterns that improved design consistency, accelerated collaboration between design and engineering, and enabled more efficient implementation across multiple SaaS platforms and mobile applications.
- Facilitated discovery workshops, design reviews, and iterative prototyping sessions with transport operators and district stakeholders, helping shape products deployed across more than 300 school districts while reducing ambiguity and supporting informed product decisions.
- Designed cohesive experiences across a multi-sided school transport ecosystem serving over 500,000 students, balancing the needs of parents, drivers, dispatchers, administrators, and district operators within a unified product platform that reduced operational complexity and improved day-to-day usability.
- Influenced product direction by challenging requirements, proposing user-centred solutions, and translating business objectives into scalable product experiences that balanced user needs with technical feasibility, resulting in intuitive, scalable, and commercially viable products adopted across large-scale transport operations.

Senior UI/UX Designer Chief Graphic Designer	2020 – 2023
- Led UX and interface design for Unity Employee App, an employee operations platform supporting over 14,000 registered staff across 75 operational locations, defining user journeys, interaction models, and high-fidelity interfaces that simplified complex operational workflows. - Conducted stakeholder interviews, usability testing, and collaborative design reviews to validate concepts, refine user journeys, and build stakeholder confidence in proposed solutions, helping shape a platform supporting over 10,000 daily active users. - Partnered closely with Product Managers, developers, and business stakeholders to balance user needs, technical constraints, and commercial objectives, consistently delivering validated design solutions ahead of development for a platform supporting over 40,000 user sessions every day.	

UI/UX Designer	2018 – 2020
- Designed responsive web and mobile experiences across more than 15 transport software products, including National Express CoachTracker, Route Map, and Timetables, creating user journeys, wireframes, prototypes, and high-fidelity interfaces that helped deliver a passenger information platform generating more than 21.6 million user sessions and 129 million page views. - Collaborated with Product Managers, developers, and business stakeholders to translate complex operational data into intuitive passenger experiences, establishing UX foundations and reusable interaction patterns that informed uTrack's transition towards scalable SaaS platforms and products used at national scale.	

Graphic Designer / Web Designer Art Director	2014 – 2018
- Established and evolved uTrack's corporate visual identity across branding, website, marketing campaigns, social media, and digital communications, strengthening the company's market presence within the transport technology industry while building a strong foundation in typography, layout, interaction, and visual communication. - Progressively transitioned from Graphic Design into UI and Product Design, helping expand uTrack's design capability from branding and marketing into user-centred digital products that laid the foundation for its future SaaS portfolio.	

Earlier Design Experience

Treswebdesign (Venezuela) Founder & Creative Director	2010 – 2014
Founded and led a creative studio delivering websites, branding, and digital experiences for small and medium-sized businesses (SMEs), combining creative direction, client management, and hands-on design delivery.	
Ingenio Holding Group (Venezuela) Graphic Designer / Web Designer	2008 – 2010
Expanded into digital design by creating websites, marketing campaigns, and brand experiences across multiple industries, strengthening multidisciplinary design skills and client-focused creative problem-solving.	
Humo Group (Venezuela) Graphic Designer (Intern)	2007 – 2008
Built a strong foundation in visual communication through branding, editorial design, advertising, and print production, developing the attention to detail and design craft that continue to shape my work today.	

Education & Professional Development

Education	
Bachelor’s Degree (Honours), Graphic Design & Visual Arts	ULA – Los Andes University (Venezuela)
Leadership & People Management (QQI Level 6)	Professional Certificate

Continuous Learning
Actively expanding expertise in Systems Thinking, Product Strategy, Product Discovery, UX Research, AI-assisted Design, and modern Product Design methodologies through continuous professional development and industry-recognised learning.

Languages
Spanish — Native • English — Professional Working Proficiency