David Almendares

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PRODUCT DESIGNER – UX, UI AND DESIGN SYSTEMS

Product designer with over ten years of experience in UX, UI and design systems, mostly as a consultant for clients such as Bonnier Broadcasting (C More), Bauer Media (Podplay), Mathem, Wasa Kredit and Bisnode. I have designed products for native apps, web, desktop and smart TV, and I like taking a product all the way from research and concept to detailed, production-ready design.

Most recently at Simployer, I designed and prototyped an AI-powered HR app that went from concept to launch in one month, using Claude Code to build on real devices. I work closely with developers and stakeholders, regularly facilitate workshops, and have worked extensively with design systems. I am looking for a senior product design role where I can combine hands-on design with shaping how a team works.

Key skills

- Product design, UX and UI design for apps, web and smart TV
- Design systems and component libraries
- User research and user interviews
- Prototyping, including AI-assisted prototyping in code
- Information architecture and navigation
- Workshop facilitation and stakeholder collaboration
- Accessibility (WCAG)

WORK EXPERIENCE

Product Designer, Simployer, 2025 – present

- Worked in the Unified UX team with maintaining and developing the design system as well as with theSimployer One App, a mobile HR app with the AI assistant Sia, letting managers and employees handle common HR tasks such as sick leave and time reporting from their phone.
- Took the app from concept to a working prototype on real devices in one month, using Claude Code to build with native components, gestures and haptics. The prototype was the reference engineering used to build the production app.
- Scoped the product to managers and employees based on user interviews and usage data, giving blue-collar employees without a work computer access to the HR system.
- Delivered on schedule: internal launch, test customers two weeks later and public launch in August 2026, with positive adoption and customer feedback.

Product Designer (consultant), Common Ground Design Studio, 2022 – 2024

- **Trepli:** Improved the app and web service of a recruitment platform for small businesses, for both internal and external users (2023–2024).
- **Wasa Kredit:** Designed a self-service loan application flow, for example for car purchases, and updated the design to new guidelines (2024).
- **Rayo (UK):** Redesigned the information architecture and visual design of a UK radio station aggregator (2023).
- **Bauer Media:** Created a new UX and visual concept for Podplay on web and mobile apps (2022–2023).

UX/UI Designer (consultant), BlackLizzy, 2017 – 2022

- **Mathem:** Redesigned the delivery app drivers and dispatchers use to plan deliveries, and laid the groundwork for Mathem's design system (2021).
- **Bonnier Broadcasting:** Responsible for information architecture and navigation in the C More mobile app, including visual rebranding and redesign. Designed the sports experience on C More, and did research and redesign for Fotbollskanalen (2019–2021).
- **Bisnode:** Merged several Bisnode services into one product, Riskguardian, for financial risk and compliance information. Responsible for UX, UI design and user interviews (2017–2018).

UX Designer, SPLIT Stockholm, 2015 – 2017

- **UX Designer, Försäkringskassan, 2015 – 2017** Designed the digital service for reporting and applying for sickness benefit (sjukpenning), mainly UX design, with contributions to UI design and user research.

EDUCATION

Design and Advertising, Forsbergs School of Design and Advertising, Stockholm, 2012 – 2014

Interaction Design, Graphic Design and Illustration, Malmö University, 2011 – 2012

Courses:
- Accessibility and WCAG – Chas Academy, 2024–2025

TOOLS

- Figma
- Claude Code (AI-assisted prototyping)

LANGUAGES

- Swedish (fluent)
- English (fluent)