

# CARLOS BORGHES

## SENIOR DESIGNER

📍 London, UK  
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🌐 [LinkedIn](#) 📁 [Portfolio](#)

### Profile

Strong background in web design, user interfaces, and brand identity with over 15 years of hands-on professional and international experience. Skilled in developing design systems, optimising workflows, and leading innovative digital solutions that enhance user experience and drive engagement. Proven ability to manage end-to-end design projects, from concept to execution, while collaborating with cross-functional teams. Passionate about efficiency, scalability, and creating impactful visual experiences.

### Experience

#### Senior Designer, GIMO

London, UK  
2021 - Present

- Creation and management of Netbet's Design System, developing reusable components and ensuring consistency across products for scalability.
- Crafted asset and component libraries, enhancing workflow efficiency and reducing task completion time by over 30%.
- Led initiatives for GIMO's Netbet sports team, driving innovation and delivering strategic design solutions with measurable impact.
- Experienced in AI-powered image generation using Midjourney, DALL-E, and Stable Diffusion to create dynamic visuals and streamline creative workflows.
- Develop and execute international OOH advertising campaigns.
- Led advertising campaigns for major UK digital newspapers.

#### Senior UI Designer, DSW

London, UK  
2020 - 2021

- Specialise in crafting intuitive interfaces using Figma.
- Produced wireframes, mockups, and prototypes.
- Lead the design and development of multiple websites.
- Mentored junior designers by creating development programs.

#### Designer, 942estudio

Santander, Spain  
2019 - 2021

- Developed COVID-19 tracking app for Santander city hall.
- Redesigned Culturacamper, with a 30%+ conversion rise.
- Managed the brand identity for profedeele.es, Spain's top portal for teachers.
- Ranked 942estudio in leading search results through SEO.

#### Designer, Freelance

Santander, Spain  
2014 - 2019

- Responsible for Bennecke's UI design, real estate company.
- Developed the AFT Dental System platform, a healthcare-focused solution.
- Designed campaigns for emagister, a leading online educational platform.
- Built the TEP Wildfire courses system using Wordpress.

### Education

#### Web Development & Design, I.E.S. Augusto Linares

2010 - 2012

#### Graphic Design & Communication, I.E.S. Albericia

2008 - 2010

### Certifications

#### Design System Specialist, Figma.camp

2024

#### User Interface Specialist, EscuelaIT

2015

### Skills

Figma	UX/UI Design	Wireframing	Web Design
Adobe Creative Suite	Design Systems	Accessibility	Web Development
Framer	Atomic Design	Documentation	HTML + CSS + JS