

Victor Dominguez

SENIOR DESIGNER · BRAND, WEB & DESIGN SYSTEMS

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PROFILE

Senior designer with over 10 years' experience across fintech, brand, web and design systems.
I turn fragmented, high-demand environments into scalable systems, without losing craft, quality or pace.

CORE SKILLS

Brand & Design Systems · Web & CMS · Campaign Design · UX/UI · A/B Testing & Growth · Stakeholder Management

PROFESSIONAL EXPERIENCE

Associate Marketing Designer | Moneyfarm

UK · 2024 – 2026

Audited a ~200-page UK/Italy marketing estate and rebuilt it as a reusable component system — cutting page build time by 20-70% and doubling A/B testing capacity.
Redesigned a large in-app/header imagery workflow, cutting delivery from 4 months to 3 weeks.
Introduced motion into Google campaign creative, lifting click-through rate by ~15%.

Lead Digital Designer | &me – Moneyfarm & M&G

UK · 2022 – 2024

Turned a brand manifesto into a production-ready system of templates and guidelines, scaling it across hundreds of assets and the full product website.
Acted as brand guardian across web, social, email and campaigns, and art-directed external agencies and animators.

Multidisciplinary Designer | Freelance

UK & Spain · 2014 – 2022

End-to-end design partner for clients across brand, web and product, from discovery to delivery.

Lead Designer | Lullaai

UK & Spain · 2020 – 2022

Led the product's core UX/UI architecture end-to-end as the team scaled, mentoring new designers along the way.
Redesigned onboarding around an undiscovered AI feature, lifting usage 200% in one month.

UX/UI Designer | TalentoMobile

Spain · 2017 – 2018

Designed fintech/insurtech interfaces for Banco Santander subsidiaries across Chile and Mexico, working closely with developers to keep solutions production-ready.

EDUCATION & LANGUAGES

Certificate of Higher Education, Advertising Graphics

Arts School of Salamanca, Spain · 2011 – 2014

Arts General Certificate of Education

Arts School of Salamanca, Spain · 2009 – 2011

Languages

Spanish — Native · English — Professional working proficiency

TOOLS

Figma · Adobe Creative Suite · Adobe Express · WordPress/Elementor · HTML/CSS/JS · Jira · Notion · Miro