

# Luis Gómez Seisdedos

Senior Product Designer, UX Researcher  
& Behavioral Designer

## CONTACT

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## ABOUT ME

**Product Designer with 8+ years of experience** in financial services and edtech. Currently at BNP Paribas Personal Finance, leading the UX of Cetelem's consumer app, loan flows, and ecommerce financing applications, from research and stakeholder workshops to user interviews and interaction design. Also responsible for the evolution of the Design System.

Specialised in **User Research** and **Behavioral Design**, making high-stakes financial processes simpler and more human, at the intersection of user needs, business goals, and regulatory constraints.

Open to **Lead or Principal Designer roles** in fintech, banking, or product-driven companies where design has a real seat at the table.

## SKILLS & TECHNIQUES

- Design Leadership
- Behavioral Design
- User Interviews
- Usability Testing
- A/B Test
- Card Sorting
- Design Systems
- Product Discovery
- Journey Map
- Workshop Facilitation
- Accessibility (WCAG)
- Design Thinking
- Heuristic Evaluation

## LANGUAGES

- English **C1**
- Spanish **(Native)**

## WORK EXPERIENCE

- **BNP Paribas Personal Finance (Cetelem), Spain** 06/2023 - Today  
Senior UX / Product Designer  
  
Leading end-to-end UX across Cetelem's core digital products in Spain, acting as senior design reference within the team.
  - Led end-to-end redesign of the **Cetelem consumer App**, from **research** and **user interviews** and **usability testing** to handoff.
  - Redesigned **loan application and ecommerce financing flows**, simplifying complex, regulation-heavy processes.
  - Owns the **Design System** and corporate website, ensuring consistency across all touchpoints.
  - Leading the **accessibility initiative** across all digital products to meet WCAG standards.
- **SM Publishing Group, Spain** 09/2017 - 06/2023  
UX / Product Designer  
  
*(Joined via **OpenSistemas**, embedded full-time at SM from day one)*  
  
Designed and iterated on SM Aprendizaje and SM Educamos, two large-scale educational platforms for teachers and students across Spain.
  - Conducted **user research and usability testing**, translating findings into design improvements.
  - Built the company's first **Design System** across both platforms.
- **Evidence Based Training, Nederland** 06/2015 - 10/2015  
Graphic Designer and Video Editor  
  
Erasmus internship. Corporate image, graphic design, illustration and video production

## EDUCATION

- **Master's Degree in Graphic Design of Communication** 2016 - 2018  
TRACOR, The Communication Arts Institute, CEU San Pablo, Madrid, Spain
- **Bachelor's Degree in Audiovisual Communication** 2011 - 2015  
Rey Juan Carlos University, Madrid, Spain

## TRAINING

- **Behavioral Design Bootcamp** 03/2026  
The Behavioral School
- **Design Graduate Program** 03/2023 - 02/2024  
Instituto Tramontana, Spain
- **UX Research Bootcamp** 05/2022 - 06/2022  
Kschool, Spain