

Stef Vélez

Product Designer

Copenhagen, Denmark · stefanyvelez@hotmail.com

[Portfolio](#) · [LinkedIn profile](#)



Profile

Product designer with around three years of experience across agency, enterprise and freelance work. I run research (interviews, workshops, usability testing), turn it into workflows, service blueprints and Figma prototypes, and work alongside engineers and project managers. My psychology degree and years in operations and customer service shape how I design for people under time pressure.

Experience

Tech Designer (volunteer) · Avnø Oasis, Lundby, Denmark

Jul 2025 – Feb 2026

- Replaced an unreliable server setup with one communication channel for the whole community, with clear rules and onboarding for newcomers.
- Merged 3–4 websites into one, simplified 80+ email addresses and set up analytics.
- Ran 10+ interviews with højskole students: wrote the questionnaire and debrief and analysed the quantitative results.
- Built a ticket system so future volunteers can pick up my work, and started migrating a physical server to a virtual one.

Freelance Product Designer · self-employed

Mar 2024 – Jun 2024

- Went independent after my visa no longer allowed me to work for webqem. Attended industry events and joined the Women Who Innovate programme.

Product Designer · Bapple (later webqem), Sydney, Australia

Mar 2023 – Feb 2024

- **Lead designer on Fortress and Poolware**, my two largest projects, with a design lead supervising.
- **Poolware, a scheduling tool for Waterco**: 10 interviews (5 technicians, 5 dispatchers), a stakeholder workshop and a service blueprint led to a calendar, dashboard, role-based profiles, a proposal for offline use and clearer appointments. Waterco later hired the team for another app.
- **Fortress (Oct 2023 – Jan 2024)**: designed in Figma and Webflow with a senior digital designer and a project manager.
- Also worked on Earlytrade (simplified the dashboard and website, prioritising what contractors need first), IC Markets (website information architecture and competitive analysis), Miniso (information architecture, homepage, investors section), Southland (ecommerce) and an internal invoice-retrieval system.
- **Innovation lead**: tested new Figma features as they launched, ran UX workshops for the whole company, and built the team's internal design system in Figma, including an icon library using variables.

Software Engineer · Capgemini, Spain (remote)

Feb 2022 – Feb 2023

- Acted as the team's UX designer alongside engineering: visited the client to map how the app worked and designed flows on the fly. Ran an internal A/B test of PostNL app dashboards to see which showed its data best, and was selected for a second project because of my CSS skills.

Freelance Product Designer · Figgy Studio, remote

Jul 2020 – Jan 2022

- **Tabula Rasa restaurant (Oct 2021 – Jan 2022)**: solo product designer over 5 months. 5 user interviews and card sorting led to a brand direction, website, booking system, analytics and staff training. I kept supporting the site into 2024. Google Business profile views rose 83.7% to 117,000 (Sep 2022 – Jan 2023 versus a year earlier); other changes, including the restaurant's growing reputation, also contributed.
- **Castle View Apartments**: worked with a client converting apartments into Airbnbs to bring his information and bookings into one system.

- Awarded a university scholarship to research prosopagnosia; helped organise research events and built an online community for people with prosopagnosia across the UK.

Selected project

Valencian government website redesign (self-initiated, with a mentor): interviewed 7 citizens and benchmarked five government websites to understand how people find COVID-19 support, then designed a guided survey, always-available search and a dedicated COVID-19 page.

Other experience

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- Bartender, Poolen, Copenhagen · Mar 2026 – present
 - Relocation and visa processing, Spain · Jan 2025 – Jun 2025
 - Workplace Coordinator, Ericsson, Sydney · Jun 2024 – Dec 2024: reception and workplace operations for employees, visitors and suppliers
 - Receptionist, Admiral Recruitment, UK · Oct 2016 – Oct 2020, and Facilities Coordinator, Lendlease, UK · Apr 2016 – Oct 2016, both alongside my studies

Education

BSc Psychology, University of East London, 2017 – 2020

Skills

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- **Design:** Figma, wireframing, prototyping, UI design, information architecture, interviews, usability and A/B testing, service blueprints, design systems, workshops
 - **Build and tools:** Webflow, JavaScript, CSS, Google Analytics, Jira, Confluence, Notion