Sammantha Sarabia A

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LinkedIn ↗
Portfolio ↗

Product designer, design systems designer and front-end coder with +5 years of experience bridging the gap between design and engineering.
I create end-to-end experiences for web, app & TV.

EXPERIENCE

Totalplay

Mexico City · 2022 – Present

Design System Lead · Jan. 2025 – Present

- **Drove** the evolution of a cross-platform design system for mobile, TV, and web, ensuring adherence to WCAG guidelines and cohesive UX across 4M+ users.
- **Created** the foundational documentation for design, engineering, and QA, defining component usage guidelines and core navigation behavior, translating complex concepts into clear guidance.
- **Conducted** workshops for 25+ team members to drive design system best practices and adoption across product teams, while also fostering a design culture of openness and creativity.
- **Pioneered** the integration between design, back-end, and front-end implementation, creating a single source of truth for design tokens and unifying the experience across all platforms.
- **Managed and coached** 2 direct reports using the Scrum framework, focusing on professional development through sprint planning and retrospectives.
- **Launched** a multimedia library with 100+ assets in Figma, reducing asset search time for designers across 3 product teams.
- **Increased** design system adoption by 74% in 12 months by consolidating components, styles, patterns, foundations, design reviews, and onboarding sessions across teams.
- **Built and maintained** 50+ scalable components and patterns following atomic design principles.
- **Built** an AI-powered design system dashboard pilot with Claude, designed to reduce design queries and centralize knowledge access for the team.

Product Designer · Jan 2022 – Dec 2024

- **Led end-to-end** product execution of a new web management platform for hospitality clients, collaborating cross-functionally to ship 34+ features including booking workflows and client dashboards.
- **Collaborated** with product, engineering, and research to design Totalplay's marketplace from scratch.
- **Redesigned** the TV help section, decreasing user-reported issues by 40%.
- **Ideated and designed** a TV game for 4M+ users, driving an increase in on-demand TV rentals.
- **Created** prototypes and high-fidelity flows for banking, e-commerce, and telecom across Totalplay.
- **Developed** two company websites with HTML & CSS to increase website leads.

Web Designer & Developer

Independent · 2024 – Present

- Clayton Contracting · HTML, CSS & JS
- AMOM · HTML, CSS & JS

EDUCATION

Web Development: HTML & CSS

Facultad de Artes y Diseño, UNAM · 2024

Communication Studies
Major: Strategic Communication

Universidad La Salle · 2021

Colegio Alemán Alexander von Humboldt

Mexico City, Mexico + Exchange year in Hamburg, Germany

CERTIFICATIONS

UX Research

Sperientia [Studio-Lab] · 2026

Management 3.0, Lean Change & M3K

Conkreta · 2026

AI for UX

Johan Villalba · 2026

LANGUAGES

German

Deutsches Sprachdiplom (DSD)

English

Cambridge

Spanish

Native

SKILLS

AI

Figma

HTML, CSS & JS

Motion Design

Leadership