



# Celeste North

Senior Product Designer

## Hi there,

I am a Senior Product Designer based in Amsterdam, with experience in Design Thinking, Workshop facilitation, and Interaction design.

Currently, I'm part of the design team at Adyen, working with Documentation and Platform Engineering teams.

Regardless of my role, I'm passionate about solving problems for people with empathy, relentless curiosity and inclusive collaboration.



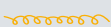
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## Design Stack

- Figma
- InVision
- Sketch
- Flinto
- Adobe XD
- UsabilityHub
- Abstract
- Lookback
- HTML & CSS
- Maze





## Languages

- Spanish  
Native / Bilingual
- English  
Native / Bilingual
- Dutch  
A2 Proficiency



## A bit more about me

 **Inclusion is one of my core values**  
Launched the first chapter of Women 2.0 in Mexico, one of the pioneer organizations in promoting women participation in technology at the time.

 **Public speaking is a thrill**  
Wrote and spoke about technology and entrepreneurship in conferences, radio, online publications, and hackatons. Also produced more several podcasts on these subjects.

 **Filmmaker in a past life**  
Although design is now my passion, my background is in Media and Film-making. Years ago, co-founded an indie film production company and produced a Long feature film and several short films.

## Work experience



### Senior Product Designer @ Adyen – 2023 - present

Adyen is a financial technology platform that provides end-to-end payments capabilities, data-driven insights, and financial products in a single global solution.

As Senior Product Designer in the Platform Engineering solution, I work with the documentation team, responsible for the public Docs website, API Explorer and Hub, the company internal wiki and the engineering teams building the infrastructure for product developers.

### Lead Product Designer @ CLEVR – 2021 - 2023

CLEVR is business consultancy company using Mendix to accelerate digital transformation for companies in Manufacturing, Retail, Financial Services, Marine and the Public Sector.

As Lead Product Designer I was responsible for the **end-to-end design process**, including **Product Discovery**, **Research Design** and **Delivery** for CLEVR Development Suite, a Solution for developers building Mendix applications.

Additional to this, I led the first version of an internal **Design System**, including a proof of concept, a business case, the first style guide and rough estimations for a roadmap to continue with the project.

Being in a lead role, I focused continuously in **supporting other designers** and **advocate for the value of design** across the organization. As part of this, I had the responsibility of also **hiring** and **onboarding** new designers.

### Senior Product Designer @ Lightspeed – 2020 - 2021

Lightspeed is an omnichannel commerce platform for retail, hospitality and golf merchants around the world.

As part of the eCommerce team, my main project was the redesign of the default theme for all new online stores. The new theme was designed to consider a wide range of markets and types of merchants, thus from the beginning we considered **responsiveness**, **accessibility** and flexibility as the principles for the product.

As part of a wider design team I also contributed to fostering a **collaborative design culture** with space to explore how design, and new technologies, could push **innovation within the product teams**.

### Senior UX Designer @ Healthy Workers – 2019 - 2020

Healthy Workers is a startup focused on improving well-being at work by improving office spaces through smart sensors and the feedback from employees.

As a Product Designer, I was responsible for the entire design process, from **strategy** to **research**, **wireframing**, **prototyping** and **testing**. My main driver was to be the **user champion**, and bring the user's voice to product discussions.

Being the second designer in the company, I focused on building a process that allowed us to go through all the steps of the **Design Thinking** process, without loosing speed in our **delivery**.

### Senior UX Designer @ Backbase – 2016 - 2019

Backbase is a fast growing fin-tech software company that empowers financial institutions to accelerate their technological transformation and effectively compete in the digital market.

In my last role, as the **Lead Designer in Backbase Design System**, my work focused on establishing **processes for designers and developers** working together in R&D to create the Backbase flagship Solutions.

Previous to this, I had a role as **Product Designer**, responsible for the first version of the Wealth Management Solution, and before that, as a **Design Consultant**, implementing Backbase Solutions with customers in Ecuador and Ireland.