



Elsa Canto W.

Design System Consultant,
Product Designer

My profile

Hello! I'm Elsa, UX/UI Designer, Design System Lead. Writer and Visual Artist. One of my greatest secret to design beautiful and functional Webapps, Mobile Apps is that I was a Computer Programmer from 1998 to 2007, so I have a deep understand of systems, technology and digital products.

As a UX/UI designer, my goal is to create engaging and intuitive user experiences through the intelligent design of digital products. I have experience collaborating with cross-functional teams, agile methodology, to understand user needs, conducting user research, developing personas and user journeys, and creating frameworks and prototypes to guide the development process. My passion is oriented to define and create Design Systems, I am a highly creative person who thrives in environments where innovation and out-of-the-box thinking are valued. I'm been working as a UI designer for more than 18 years.

My experience

TOKEN STUDIO / UX/UI, Design System CONSULTANT / CO-FOUNDER / 2025.

- Co-founder, Consultant, Senior Product Designer, UXUI Designer.
- Leading my own team and working as UI Designer for webapps, apps design projects for Software Dev. companies.

BID, IDB-INTER AMERICAN DEVELOPMENT BANK (USA, WASH. DC) / DESIGN SYSTEM LEAD – AUG. 2024 - 2025.

- Consultant, contractor. - Create Design System audit and strategy for the rebuilding of the Design system of the company
- Definition and creation of the foundations
- Design components in figma
- Define and establish guidelines and internal process
- Define documentation of the design system
- OKRs definitions for the Design System
- Guide the construction of the new design system with developers,, reviewing the repositories, follow-up of the design system user stories
- Knowledge of Material Design, MD3 framework and components, React, Angular

ASSA INSURANCE COMPANY

/ DESIGN SYSTEM LEAD & PRODUCT DESIGNER. – 2020 - APRIL 2024.

Design system tasks:

- Create Design System audit and strategy for the rebuilding of the Design system of the company (a challenge)

- Definition and creation of the foundations
- Lead the designers squads to create components in figma
- Define and establish guidelines and internal process
- Define documentation of the design system
- OKRs definitions for the Design System
- Guide the construction of the new design system with developers,, reviewing the repositories, follow-up of the design system user stories
- Knowledge of Material Design, MD3 framework and components, React
- Management of two design systems (webapps and native apps)
- Create Design System Workshops and trainings, presentation and sales pitch for adoption

Product designer tasks:

- UX research (interviews, surveys, benchmarks, user test, a/b testing), prototyping high fidelity designs, user personas, user journeys, service blueprints), Design Strategy.
- Information architecture
- UI Design flows (webapps and native apps)
- Illustrations design and micro-interactions in After Effect and Lottiefiles
- Definition of metrics for user stories with the product owners, create metrics reports.
- Mentoring of junior designers

TOKEN STUDIO / UX/UI CONSULTANT / OWNER / – 2011 - 2020.

- UX/UI Consultant
- UI Design for webapps, native apps and websites projects
- Usability Testing, User Tests
- Create UX workshops and courses for companies
- HTML5/CSS
- Wordpress install and customization
- Illustration design and videos in AE

AVETTI / PROJECT MANAGER / UI DESIGNER. – 2011.

I worked as a project manager with a team of developers in Panama and in other countries for e-commerce platforms for clients.

BOOTSTUDIO / PRODUCTION MANAGER, ASSOCIATE. - 2008 - 2010.

- * Project manager, timesheets
- * Project definition
- * Sitemaps, content inventories, define information architecture
- * Lead small teams of designers and programmers
- * Manage outsourced teams

TOKEN STUDIO, S.A. / PROJECT MANAGER - 2005 - 2007.

- * Business administration tasks
- * Project definition, UI Design
- * Sitemaps, content inventories, define information architecture
- * Lead my own team of designers and programmers
- * Web design, front-end implementation XHTML/CSS, Javascript, PHP con MySQL

BANCO CONTINENTAL / LEAD ANALYST, WEBMASTER. - 2000 - 2005.

- * Webmaster, web maintenance, script programming ASP, JAVA, PHP, JAVASCRIPT,
- * MySQL implementation for webapps, dashboards
- * Google analytics reports
- * UI Design + implementation for the second Online Banking in Panama (BCNet)
- * Web developer for new modules (Public Services Payments, Credit Card Miles)
- * Web design and implementation of the bank's website.

PANAMA VIRTUAL / PROJECT ENGINEER. 1999 - 2000.

- * Web server administrator (Windows, IIS)
- * Webmaster of the first Panama Portal: LatinSite
- * Web Application Developer and database integrator with Oracle / SQL.
- * Mail server administrator (Solaris)
- * Web design and implementation for clients.

SINFONET / PROJECT ENGINEER. 1998 - 1999.

- * Web Design and programming for an internet portal
- * Web server administrator (Windows, IIS)
- * Web development with Perl and CGI

Education

2019 – Digital Marketing Certificate - Quality Leadership University

2013 – Entrepreneurial Excellence Certificate – Sam Walton College of Business, University of Arkansas. (10 months)

1999 - 2001 Universidad Santa María La Antigua.
Certificate: Licenciatura en Informática

1999 Microsoft Authorized Education Center
Microsoft Certified Professional MCP (IIS)

1993-1998 Universidad Santa María La Antigua
Certificate: Computer Programmer.

Seminars, Courses

2024 – Advanced Design System with Brad Frost / Smashing (12 hrs)

2023 – How to Create Successful Design Systems with Storytelling, Interaction Design Foundation (Masterclass)

2023 – Activating Design Strategy, **IDEO** (4 weeks online)

2022 – The Ultimate Figma MasterClass, **DesignersShip** (2 weeks online)

2022 – Mixpanel Product Analytics Micro-Certification, **Product School**, (1 week online).

2020 – Design Thinking techniques – **McKinsey** Consultants (2 weeks training), Panama.
 2013 – UI Design for Complex Applications and Websites – **Nielsen & Norman Group** (2 days course), in Washington DC.
 2012 – Human Computer Interaction – HCI course, **Stanford University** (online)
 2012 – Executive Development Program in Entrepreneurship skills, **EMPRETEC | United Nations (UNCTAD)** (40 hours)
 2009 – Sharepoint Designer: Level 1 and 2. **Microsoft**
 2008 – UX User Experience Deliverables Workshop, **EightShapes**. USA, Washington DC.
 2007 – Advance Communication for Women in Leadership (Valhala Seminars)
 2005 – How to make Business Plans (City of Knowledge Panama – Contest)
 2004 – Web Component Development with Java Technology (SSA Sis – **Sun Authorized Education Center**) , 40 hours
 2004 – PL/SQL Oracle: Modulo I (Explora, Executrain), 40 hours
 2004 – Java Programming Language (SSA Sis – Sun Authorized Education Center), 40hrs
 2003 – IBM Websphere Portals (GBM) , 24 hours
 2001 – Introduction to Java Programming, GBM (IBM Panama).
 2000 – System Administration for Microsoft SQL Server 7.0, 40 hours
 2000 – Building E-Commerce Solutions: B2 and Building E-commerce Solutions: B2B
 1999 – Microsoft Internet Information Server 4.0 / MCP Certification
 1999 – Mastering Web Application Development using Visual Interdev 6.0, 40 hours,
 1999 – Microsoft FrontPage 97, Level III

Skills and tools

Design tools:

- Figma, Adobe XD, Photoshop, Illustrator.
- Video tools: Loom, Camtasia, LottieFiles, After Effect
- Research: Typeform, Maze

Data analytics tools:

- Hotjar, Mixpanel, Google Analytics
- Excell

Design Systems:

- Storybook
- Google Material Design, Material UI
- Zeroheight

Others:

- Design Thinking, UX/UI Design. Interviews, surveys, benchmarks, user test, a/b testing, wireframes, prototyping low and high fidelity designs, user personas, user journeys, service blueprints.
- Design Strategy.
- Experience working with agile teams (scrum)
- Illustration design, icon design
- Video animation with AE, presentations.

- Wordpress installs, customization.
- Coding general knowledge : HTML5, CSS3, Bootstrap, JavaScript, VBScript, JAVA J2EE (servlets,beans), Java Server Pages(JSP), CGI, Perl, XML, WML.

Prizes

2018 National Entrepreneur Award, Women Entrepreneur category / AMPYME
 2018 First Place, Venture Capital / Capital Bank and Vital Voices
 2013 First Place, best presentation "Abissag Project" in Vital Voices.
 2006 Arroba de Oro: Credicorpbank - Banking and Finance Category
 2003 Arroba de Oro: Banco Continental - Banking and Finance Category
 2001 Best Content: Midoctorweb.com - Sony, Latinol and La Prensa Award.

Associations

Volunteer Women in Tech Panama Chapter, WIE IEEE volunteer at STAR 2.0 program (Educational promotion for the study of STEM careers and entrepreneurship in young Panamanians)

Conferences and Publications

2022: Invited by SENACYT to speak about Design Thinking to a group of students from the robotics contest.
 2019: Invited by LogicStudio to "Panama Agile Congress" to talk about User Experience.
 2016: Publication of the children's story book "Señoras Polleras Vol. 1 and in 2017 Vol.2.
 2016: Invited to the International Book Fair, discussion on Children's and Youth Literature
 2014: Invited by the City of Knowledge to participate as a "speaker" in the week of Entrepreneurship in Udelas.
 2013: Facilitator in workshop for Cable & Wireless, Web Usability.
 2012: Web Usability and User-focused Design. 8 hours, for LogicStudio.
 2012: User-Centered Design Seminar and the Card Sorting technique. 2 hours. City of Knowledge Business Accelerator.
 2012: Speaker at WIAD Panama (World Information Architecture Day) (Card Sorting: Designing based on the users mental model). Miramar Intercontinental Hotel.
 2010: Speaker at "Universidad Santa Maria La Antigua" COMTEC (Usability in Web Apps).
 2008: Speaker at "Universidad del Istmo" and at "World Usability Day 2008".

Languages

- * Spanish (native)
- * English
- * French (DEL F B1)