

Elena Sanchez

15+ years designing, leading and scaling teams in B2B SaaS startups (Personio, Typeform, Productboard...) specialized in complex domains: accounting, HR, logistics and data analytics.

based in barcelona (spanish & australian citizenship) remote (cet timezone)

full proficiency in english, spanish and catalan

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experience

B2B Fractional Product and Design Leader

Barcelona · Remote

Jul 2026 - Present

- Helping B2B founders navigate design leadership gaps (Interim/Fractional Head of Design), take on critical projects that need senior hands (High-Impact IC) and tackle complex design problems requiring strong system thinking skills (monthly UX advisory sessions).

Product Design Director — Productboard

Barcelona · Remote

Mar 2026 - Jun 2026

- Led a team of 11 product designers across Europe and SF (including a UX architect and a design system engineer).
- Created and implemented an AI fluency ladder for the Product Design team, used as inspiration by other teams.
- Launched “Spark,” a new product offering to 6,000+ AI-first companies (incl. Zoom, Salesforce, and Autodesk).

Product Design Director / Head of Product Design — Personio

Barcelona · Hybrid

Feb 2023 - Feb 2026

- Hired and/or managed design managers, designers, researchers and writers across core areas: E0, Analytics, Time and Access rights.
- Keynote speaker for “Welcome to the new Personio,” unveiling the results of a company-wide brand and product overhaul.
- Driver of the Opt-in beta program, which reduced CSAT hits after critical redesigns: Org chart, People list...

Senior Product Design Manager — Typeform

Barcelona · Remote

Jan 2022 - Jan 2023

- Managed a fully remote, distributed team of 5 Product Designers (Senior to Principal) for Typeform's main product line.
- Key driver of Typeform's 2025 product vision – managed stakeholders and led the tiger team that delivered the vision in 2 months.
- Created a new Product Design career framework, which helped raise performance and the quality bar for design across areas.

- Established more mature UX, product and research practices: product development process, roadmap, interviews...
- Hands-on design leader on key initiatives (0→1 for a new product for loading docks) while managing 1-2 product designers.

- Led the design team building a new accounting product for SMEs, and landed “MYOB Design School” to build capabilities across the org.

- Lead UX Consultant, Visiting Researcher, GA UX Instructor, Web Project Manager, Freelance Product/UX Designer, and Startup founder.

selected education

- LEADER AS COACH - Andrea Mignolo
- SERVICE DESIGN - CIID Copenhagen
- MSC IN HUMAN-COMPUTER INTERACTION - UDL+ Uppsala Univ

talks & keynotes

- ‘Welcome to a new Personio’ - product launch announcement – https://www.youtube.com/live/Ei-n0Er9gmQ?si=wW9inzZAiC_UbLYU&t=831
- Amplifying the impact of design or scaling your design team – <https://www.youtube.com/watch?v=Y5AXh3sUtnM&t=14s>
- UX Debt: The Hidden Cost of Suboptimal Design Solutions – <https://youtu.be/Foj-gtGYPyo?si=2wq0Lz1NfI2j1BUz>