

SUMMARY

Senior Product Designer with **over 9 years of experience** designing and scaling digital products across startups and large organizations, bringing senior-level expertise leading **product design strategy and execution** from research through high-fidelity delivery. Skilled in Figma for scalable design and high-fidelity prototyping, and experienced in prototyping tools, with technical workflows spanning GitHub and Claude. Strong track record **bridging design and engineering** through PR reviews, token creation, and AI-assisted workflows

EXPERIENCE

CBPay

Nov 2025 - Present

Lead Product Designer

Chile - Remote

- Leading product design at CBPay, a fintech company building crypto payment solutions across Latin America.
- Leading the product design team, setting design strategy and direction while partnering with engineering, business, and executive stakeholders to shape the roadmap.
- Establishing design processes and quality standards to scale the practice as the company grows.

Genesys

Jun 2022 - Oct 2025

Product Designer

Ireland

- Design ownership across three product divisions over a 3+ year tenure — Digital Growth & Voice, Unified Communications, and Work Automation — working in key projects end to end.
- Set the UX direction for major features and initiatives, applying senior-level expertise to develop intuitive, scalable interfaces.
- Partnered with cross-functional leadership to align design execution with product strategy, delivering seamless experiences for a diverse, global user base.

CommonBond (Via Parser)

Sep 2021 - Mar 2022

Senior Product Designer

USA - Remote

- Owned the end-to-end design process — wireframes through high-fidelity mockups — for a USA based student lending platform.
- Led prototyping of complex interactions and workflows for new product launches.
- Partnered with engineering leadership to define user flows and drive iteration throughout the development lifecycle.

Wolox (Acquired by Accenture)

Nov 2020 - Oct 2021

Senior Product Designer

Argentina

- Acted as design lead on multi-disciplinary teams, partnering directly with stakeholders, project managers, and developers to deliver products for major brands including Avianca, BBVA, and Generalli international.
- Directed the design process end-to-end — from research and conceptualization through execution — within a fast-paced agile consulting environment.
- Led user research initiatives, including in-depth interviews, focus groups, and persona development, to inform product strategy.
- Built customer journey service blueprints and led design teams across multiple concurrent projects.

EDUCATION

UADE - Argentina Business University

2016 - 2019

Bachelor's Degree in Multimedia & Interaction Design

Argentina

MENTORING

ADP List

2014 - Present

Product design Mentor

Remote

UX UI Professor

Mar 2021 - Mar 2022

Coderhouse

Argentina

SKILLS

Design & Prototyping: Figma, Sketch, v0, Lovable, Claude.
Project Management: Asana, Jira, Azure
Collaboration Tools: Slack, Miro, Zeplin, Whimsical
Other Skills: Data Analysis, Interaction Design, User Experience (UX) & Interface (UI) Design, Visual Design, Usability Testing, Information Architecture, UX Research, Rapid Prototyping, Design Thinking, Mobile & Web Design, Design System, Data-Driven Design

Certifications & Training: UX Management, Visual Design, Claude, Agent skills, IELTS, Design Thinking, Accessibility

Languages: Spanish, English