

Summary

Staff Product Designer with 13+ years of experience architecting customer-centered systems for enterprise SaaS across Telematics, FinTech, and eCommerce. Partners closely with senior leadership and executives to drive high-level UX vision and deliver data-driven experiences aligned with measurable business goals. Hands-on design leader who scales UX impact through strong design processes, mentorship, and design best practices.

Skills

Cross-functional leadership, design operations, design systems, Generative AI for design, human-centered design, mentorship, product strategy, team development, user research & discovery, UX/UI design.

Relevant Experience

GlobalLogic Staff UX Designer

Jan 2020 to Present Denver, CO

- Influenced product strategy by analyzing customer problems through explorative and evaluative research studies, aligning roadmap priorities with validated user needs.
- Grew the UX team from 1 to 5 designers while providing leadership, direction, and mentorship that matured the team and strengthened the design culture.
- Accelerated design delivery by 26% by introducing AI-assisted tools and evolving design operations to improve efficiency and maintain high-quality UX standards.
- Increased design velocity by 37% by launching the first unified design system that ensured experience and asset consistency across a growing portfolio of products.
- Facilitated cross-functional workshops and executive reviews to define problems, resolve trade-offs, and align senior stakeholders around the broader product vision.
- Orchestrated research studies, translating qualitative and quantitative insights into UX artifacts—user flows, journeys, wireframes, and personas—that informed product vision.
- Crafted high-fidelity designs and interactive prototypes in Figma to communicate concepts and accelerate cross-functional alignment.

GlobalLogic Senior UX Designer

Jun to Dec 2019 Buenos Aires, Argentina

- Established the telematics division's first UX function for a global truck manufacturer, securing executive buy-in and embedding user-centered design into product strategy.
- Defined and executed design strategies at scale, balancing strategic business goals with complex technical requirements and user needs in simple and scalable experiences.
- Introduced design operations and tools, improving cross-functional collaboration and streamlining design processes.
- Optimized designer ramp-up and execution by combining onboarding, mentorship, management, and capacity planning, boosting UX impact and overall reliability.
- Created high-quality designs and prototypes in Sketch to communicate concepts and align cross-functional teams.

Mercado Libre UX Analyst

Aug 2018 to May 2019 Buenos Aires, Argentina

- Optimized fraud prevention and account recovery flows on the e-commerce and fintech platform, using analytics and user feedback to boost recovery rates and reduce churn.
- Strengthened designer-engineer collaboration by implementing structured design hand-off processes that improved delivery clarity across product teams.

GlobalLogic UX Designer

Jul 2016 to Aug 2018 Buenos Aires, Argentina

- Led the end-to-end redesign of transfer and contact management experiences for a Fintech iOS/Android app, enhancing usability and increasing user satisfaction by 64%.

- Championed collaboration across design teams, establishing cohesive portfolio-wide experiences through aligned interaction patterns.
- Introduced guerrilla usability testing to accelerate validation and complement lab studies, delivering the best-tested, highest-rated user flows across the product portfolio.
- Facilitated design-engineering workshops to build consensus, empowering engineering teams with a voice in UX and product decisions.
- Influenced product strategy by driving the implementation of portfolio dashboards, enabling scalable, portfolio views across financial offerings.
- the implementation of intuitive dashboard experiences that enabled scalable and clear visualizations of financial data and offerings.

Relevant Education

Universidad de Palermo Postgraduate in Branding

Buenos Aires, Argentina

Universidad de Palermo Bachelor of Design in Graphic Design

Buenos Aires, Argentina

Certifications

Google Cloud Google Cloud Generative AI Leader

Credential ID: 081981a685fd4da0ac00b81f0ec45b29

Tooling

Figma Suite, Sketch, UXPin, InVision, Zeplin, Dovetail, Qualtrics, Mural, Miro, WordPress.