

Senior Product Designer • Team Leader

Senior Product Designer and User Research Lead with 13+ years in tech startups and hyper-growth environments, including a unicorn company.

I've built and led teams, mentored individuals, and partnered with global, cross-functional teams to drive product outcomes and foster healthy, feedback-driven team cultures.

Experience

REDOND ● UX / UI & Digital Strategy Lead

Oct 2024 - Current

- Design and build clear, engaging websites and strong digital experiences.
- Collaborate closely with partners and clients to deliver thoughtful, end-to-end solutions, from concept to launch.

LIGHTSPEED Senior UX Designer

May 2025 - Current

- Design and refine complex product experiences at Lightspeed DMS, focusing on making powerful tools intuitive and valuable for users.
- Collaborate closely with cross-functional teams to solve business-critical problems and elevate the overall product experience.

nowports Senior Product Designer

May 2021 – April 2025

- Worked with globally distributed teams across Latin America in a fully remote setup.
- Conducted comprehensive discovery processes to enhance user experience across our products.
- Drove cross-functional initiatives to enhance collaboration and engagement across the product.
- Worked on redesigning and improving complex platforms in collaboration with stakeholders and tech teams.

User Research Lead

Jan 2022 – Jun 2024

- Built and led a high-performing research team during a time of rapid organizational growth (from seed to unicorn status).
- Collaborated with leadership to implement a research strategy that aligned with company goals and team wellbeing.
- Worked to align insights across departments and support change management.
- Implemented inclusive research practices and intentional communication.

More on [LinkedIn](#)

Qualifications

- Supported global and multicultural teams in remote-first environments.
- Experience in fast-paced tech startups, including hyper-growth from seed to unicorn.
- Strong written and verbal communication; fluent in English and Spanish.
- Adept at identifying root issues, promoting clarity, and co-creating solutions.
- Passionate about employee experience, inclusive practices, and values-based leadership.

Education and Certifications

Universidad ORT Uruguay – *Bachelor's in Graphic Design* (Mar 2008)

Interaction Design Foundation – *UX Management* (Mar 2023)

Aprende UX – *Research Ops Diploma* (Jun 2022)

Nielsen Norman Group – *UX Roadmaps* (Feb 2021)

Skills and Tools

Design & Research

- User Research & Research Ops
- Interaction & Visual Design
- UX Strategy & QA
- Prototyping

People & Leadership

- Coaching & Mentorship
- Team Culture & Engagement
- Cross-functional Collaboration
- Performance Feedback
- Communication & Empathy

Tools

- Figma, FigJam, Adobe CS
- Miro, Notion, Hotjar, Mixpanel
- WordPress
- BambooHR

Languages

Spanish (Native)

English (Highly Proficient)