

SUMMARY

I'm a Product Manager and Product Designer, focused on building digital products that balance user experience, business strategy, and technical feasibility. My background combines product strategy and UX/UI design, allowing me to work end-to-end, from discovery and product definition to design execution and delivery. I've worked across fintech, marketplaces, and emerging technologies, collaborating with cross-functional teams to turn complex ideas into intuitive and scalable products. Recently, I've been integrating AI-assisted development workflows into product building, using tools such as Cursor and Claude AI to rapidly prototype features, explore technical possibilities, and accelerate product iteration. With a strong design foundation, I bring a user-first mindset into product decisions, while ensuring alignment with business goals and technical constraints.

EXPERIENCE

WakeUp Labs

Oct 2024 – Present

Product Manager & Design Strategist

- Led product strategy and UX design end-to-end across multiple digital products, from discovery to delivery
- Translated complex systems (DeFi, RWA tokenization, Smart Accounts) into intuitive user experiences
- Collaborated with engineers, founders, and stakeholders to define roadmaps and ship scalable products
- Leveraged AI-assisted tooling (Cursor, Claude, Vercel) for rapid prototyping and product iteration

Espinosa Consultores

Jan 2024 – Oct 2024

UX/UI Designer

- Designed corporate websites, e-commerce platforms, and landing pages using user-centered design principles
- Developed cohesive brand identities and UX solutions that improved user satisfaction and retention

Kenion

Jan 2021 – Sep 2023

UI Designer

- Designed user experiences for websites, e-commerce, and landing pages; conducted user research
- Developed user archetypes, flows, and wireframes informed by benchmark and competitive analysis

BAW Electric S.A.

Dec 2020 – Dec 2021

Graphic Designer

- Designed packaging, editorial materials, and brand identity assets enhancing product visibility

Instituto Bet El

Aug 2019 – Dec 2020

Graphic Designer

- Developed comprehensive visual brand identity and marketing collateral for educational institution

EDUCATION

Universidad de Buenos Aires

2016 – 2021

Industrial Designer – Industrial and Product Design

ORT Argentina

2011 – 2015

Technical High School – Construction focus

SKILLS

- Product Management
- UX/UI Design
- Product Strategy
- User Research
- Wireframing & Prototyping
- Figma
- Stakeholder Management
- Roadmapping
- AI-Assisted Dev (Cursor, Claude)
- Vibecoding
- Web3 / DeFi / Fintech
- User-Centered Design

LANGUAGES & CERTIFICATIONS

Spanish Native

English Full Professional

UX/UI Designer – Certified