

ROMINA LEZCANO

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PROFESSIONAL SUMMARY

Hybrid Product Designer with a background in Computer Science and Data Visualization. Specialized in turning complex data logic into seamless user interfaces for B2B, SaaS, and FinTech platforms. Proven experience building robust, code-aligned Design Systems using advanced Figma variables to help engineering teams deploy faster with zero friction. Highly adaptable digital nomad experienced in 100% asynchronous remote work. Adept at integrating AI-driven workflows to automate UI scaffolding and optimize product discovery loops without sacrificing craft and quality.

CORE COMPETENCIES & SKILLS

- **Product Design & Strategy:** Product Thinking, Data-Driven Design, End-to-End Ownership, Usability Testing, User Research, Agile Methodologies.
- **UX/UI & Systems:** Scalable Design Systems (Figma Variables/Tokens), Web & Mobile Design, Interaction Design, Rapid Prototyping, Developer Handoffs.
- **AI & Emerging Workflows:** AI-Powered Design, Prompt Engineering, UI Automation, Google Stitch, Generative UI (UXPilot, Lovable), Agentic AI.
- **Technical & Data (CS Background):** SQL, Data Visualization, HTML/CSS, Wordpress, React/Tailwind awareness (Cursor, Vercel v0), Component Architecture.
- **Software & Collaboration:** Figma (Advanced), Dovetail, Amplitude, Jira, Confluence, Miro, Adobe Creative Suite, Blender, Adobe Substance 3D Painter.

PROFESSIONAL EXPERIENCE

Co-Founder & UX/UI Lead | Impossible Studio | Buenos Aires, Argentina / Remote | January 2025 – Present

- Lead the UX/UI and technical art direction for interactive virtual worlds and narrative experiences.
- Design and optimize real-time 3D environments utilizing Blender and Unity.
- Implement strict optimization workflows to ensure high-performance rendering.

UX/UI Lead Atos | **Telecom** (Agency Argentina) | Remote | June 2024 – October 2024

- Designed an internal API repository portal as a solo UX team of one, partnering directly with developers to lead UX/UI initiatives.
- Designed and facilitated technical and hybrid training workshops to align cross-functional teams.
- Created graphics and video content to streamline cross-departmental communication and project visibility.

UI Designer | AeroWise (Startup Argentina/Uruguay) | Remote | June 2024 – July 2024

- Redesigned the user interface, successfully boosting client engagement across the platform.
- Developed and implemented new scalable UI Kit components to ensure design consistency.

UX/UI Designer | Magoya Agritech for Bayer Brazil | Remote | July 2023 – September 2023

- Adapted a highly complex web application to integrate it into an internal site, improving overall UX/UI design.
- Increased user retention for the platform through strategic design improvements.
- Developed comprehensive corporate graphics supporting product identity.

Design Thinking Lead & UI Designer | Taligent (Agency Argentina) | Remote | June 2021 – July 2023

- Designed intuitive UI for data-heavy dashboards and applications.
- Led the design thinking team, facilitating workshops and improving business decisions through user assessment.

UX/UI Designer | Seeker (Startup Argentina) | Remote | May 2022 – June 2023

- Iterated and optimized UI designs for both desktop and mobile platforms.
- Enhanced user flows by directly analyzing and applying UX testing feedback.

UX/UI & Data Viz Designer | Own Experiences (Startup Dubai) | Remote | May 2022 – February 2023

- Designed a complex SaaS portal, significantly improving overall usability.
- Developed advanced data visualizations leveraging AI data usage.

Graphic & Mailing Designer | Cohen Aliados Financieros | Buenos Aires, Argentina | Remote | 2020-2021

- Executed corporate design for the financial sector, delivering high-quality visual outputs for corporate communications.

UX/UI Designer & BI Analyst | Solútica for Bayer (Agency Argentina) | Hybrid | 2018 – 2021

- Designed user-friendly dashboards and advanced data visualizations for operational tracking.
- Automated reporting processes, ETL, and handled database modeling using SQL.

EDUCATION

- Technical Degree in Systems Analysis (Computer Science), IFTS N° 18, 2017 – 2020.
- Web Development, Digital House, 2023.
- UX/UI Design, Coderhouse, 2019.
- UX/UI Design, Educación IT, 2017.
- Web Programming, CFP N°8 "SMATA", 2017.
- Fashion Design, FADU University of Buenos Aires, 2012.
- Bachillerato with specialization in Social Communication, 2011.

LANGUAGES

- **English:** Advanced (B2++) / Fully proficient in professional remote asynchronous environments.
- **Spanish:** Native.