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Lenin Cuadra

Product Designer

UX/UI

4+ YEARS OF EXPERIENCE

I'm an experienced UX/UI and Product Design professional, excelling in creative problem-solving. Grounded in Design Thinking, I strategically craft meaningful user experiences.

I collaborate seamlessly with cross-functional teams, engaging developers, designers, and product managers, ensuring a holistic approach to product design.

Product Designer

at PSH - @Follett

EDUTECH

MAR/2024 | Present

KEY DESIGNED PRODUCTS

SaaS

- Optimized the adoption process for course materials and supplies in an app primarily focused on Concierge and Faculty users, easing their workload and ultimately delivering value to students as the end users.
- Guided the design process from concept to implementation, facilitating smooth transitions and successful project outcomes.
 - Collaborated closely with leadership to transform feature requests from ideation to delivery.
 - Created detailed handoffs for the development team, ensuring clear and actionable design specifications.
 - Designed and documented components in Figma, providing comprehensive guidelines to ensure consistency and ease of use.
 - I participated in the user interview process alongside the design team; taking notes and defining the product based on research.

Product Delivery
UX Design
UX Research
User Testing
User Interviews
UI Design
Prototype
Interaction Design
Figma
Design System
FigJam
UX Writing
Visual Design
Design Thinking
Agile

B2B Corporation

Product Designer

at Flevo

FINTECH / EDUTECH

JAN/2023 | DEC/2023

KEY DESIGNED PRODUCTS

SaaS

Checkout

Loans

Funnel

- I defined and crafted user-centered UX/UI experiences for multiple products with a strong focus on product mindset within a dynamic startup environment.
- Building different types of Checkout: Vendors, Students, and a customized Button Checkout.
 - Designing and optimizing end-to-end customer acquisition funnels to drive new customer acquisition.
 - I developed a robust cell component with dynamic data and behavior to construct complex table
 - I created a robust cell component to build a complex table with different type of data and behaviors.
 - Revamping and enhancing user experiences across multiple products, including the checkout process, funnel, and SaaS application

Product Discovery
Product Delivery
Product Roadmap
Product Marketing
UX Design
UX Research
User Testing
User Interviews
Clarity
Google Forms
UI Design
Prototype
Interaction Design
Figma
Design System
HTML/CSS
Workshop Facilitation
FigJam
UX Writing
Visual Design
Design Thinking
Agile

B2B2C Startup

Contact Info

- leningraphic@gmail.com
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Portfolio

- [Website](#)
- [Linkedln](#)

LANGUAGES

- English (Advanced)
- Spanish (Native)

SKILLS

- Product Design
- UX/UI Design
- Facilitation & Workshop
- Mapping methods
- Information Architecture
- Analytical Mindset
- Empathy

TOOLS

- Figma
- Adobe XD
- Hotjar
- Clarity
- Google Analytics
- Miro
- FigJam
- Jira
- Google Sheets
- Slack
- Google Slides
- Optimal Workshop

TECH STACK

- HTML5
- CSS3
- Bootstrap