Veronica Vignoni

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Product Manager
Software • B2B Fintech • SaaS • UX/UI Design

Product Manager with over 4 years of experience leading cross-functional teams to drive software development, product strategy, and agile execution, and more than 15 years of experience in software development. Specializes in end-to-end product lifecycle management, optimizing workflows, improving productivity, and driving innovation.

With deep expertise in product management, UX/UI design, and agile methodologies (Scrum, Kanban), acts as a bridge between business, engineering, and design teams to ensure seamless collaboration. Strong leadership, strategic thinking, and a data-driven approach enable effective prioritization of features, roadmap management, and enhanced product scalability.

Key Achievements:
- Led the successful migration of a client's public website in under 3 months, increasing customer satisfaction by 75%, integrating a CMS that reduced technical dependency by 80%.
- Optimized a learning platform, reducing production bugs by 70%, improving UX and workflow efficiency, and enhancing stakeholder-tech team communication by 90%.
- Defined and executed product roadmaps, ensuring alignment with business goals, user needs, and technical feasibility.

Technical & Management Expertise:
- Agile Development (Scrum, Kanban) & Lean Product Management
- Feature Prioritization & Backlog Management
- Roadmap Planning & Stakeholder Communication
- User-Centered Design & UX/UI Optimization
- Collaboration with Engineering Teams (Frontend, Backend, DevOps, QA)

Software Tools:
Jira, Confluence, Contentful, Figma, Figjam, HTML, CSS, Flexbox, Bootstrap. Adobe XD, Illustrator, Photoshop, Lucid Chart, Miro, Pendo, Product Board, RedMine, Trello, Balsamic, Invision, Sketch, Wireframes, WordPress, GitHub, SendGrid, Replit, Database

Work Experience:

CAIS (via Global Logic) • New York, United States • January 2022 – January 2025
Product Manager
- **Led the core experience for CAIS's platform (Public Website, Learning Platform, and Content Management)**, ensuring a cohesive and user-focused product strategy that aligned with business goals and enhanced user engagement.
- **Managed the successful migration of the core platform to a modern CMS (Contentful)** within 3 months, reducing technical dependency by 80% and significantly improving content agility for internal stakeholders.
- **Designed and implemented a dynamic content permission system** based on firm and user roles, fully integrated with the CMS and platform API—enhancing user experience and increasing content relevance by 90%.
- **Facilitated seamless collaboration across cross-functional teams across regions**, driving roadmap execution, tracking OKRs in Jira, and promoting Agile practices (Advanced Kanban and Scrum) to improve team velocity and delivery consistency.

- **Coached and mentored cross-functional professionals**, fostering a strong product culture and improving cross-team communication, stakeholder alignment (marketing, legal, client services), and delivery outcomes.

Hexacta • Buenos Aires, Argentina • November 2015 – December 2021
Team Lead – Specialist UX/IU Designer
- **Designed web and mobile applications with a strong focus on user-centered design**, delivering intuitive and engaging experiences for both financial and social-impact products.
- **Led end-to-end design for a new UI at Lumesis**, a fintech client, resulting in 100% satisfaction from clients and users, and establishing a modern design foundation for future product growth.
- **Created and implemented a scalable Design System for two Lumesis products**, standardizing visual language and UI components—still actively used today, ensuring consistency and efficiency across teams.
- **Coached client teams on Figma for collaborative prototyping and mockups**, driving a 95% adoption rate and fostering a culture of user testing before development—saving time and reducing rework.
- **Designed the award-winning app *LSA en Familia***, a social initiative for deaf children and their families, which was officially recognized by the Buenos Aires City Legislature and continues to generate positive impact.

Arzion • La Plata, Buenos Aires, Argentina • July 2012 – August 2015
UX/UI Designer
- Delivered UX improvements for responsive web and mobile products, focusing on usability and cross-device optimization.
- Designed features and interfaces for a travel discovery product (Triptuner), improving onboarding and user retention.

Servicios Digitales / Elysium • Buenos Aires, Argentina • October 2011 – July 2012
UX/UI Designer
Main Activities:
- Created brand assets, visual identity, and responsive layouts for web marketing campaigns.

Education:

- **Bachelor Degree: Visual Communication Designer** (focus: Arts, Design, Marketing).
  Universidad Nacional de La Plata, Argentina | 2005 - 2010
- **Bachelor Degree: Professor of Visual Communication Design**
  Universidad Nacional de La Plata, Argentina | 2005 - 2011

Certifications:

- **Cloud Digital Leader Certification**
  Google | May 2025

Languages:

Fluent in English and Spanish