

# Veronica Vignoni

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## UX Strategist | Product Design Leader

UX Strategy · Product Thinking · Human-Centered Design · Design Systems · Agile Delivery

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Innovative and strategic UX leader with over 15 years of experience shaping impactful user experiences across fintech, SaaS, and B2B platforms. Expert in driving product vision through UX strategy, research-backed decision making, and scalable design systems. Adept at connecting user needs with business goals through cross-functional collaboration, stakeholder alignment, and system thinking.

Brings 4+ years of product management experience, offering a unique blend of design excellence and product leadership. Skilled in design facilitation, roadmap definition, and team mentorship to create products that are not only usable—but valuable, feasible, and desirable.

### Core Competencies

- UX Strategy & Vision Definition
- Scalable Design Systems
- Human-Centered Design & Research
- Experience Mapping & Service Design
- Product Strategy & Stakeholder Alignment
- Agile & Lean Product Development
- Journey Mapping & Data-Driven UX Decisions
- Cross-functional Leadership & Team Coaching

### Selected Achievements

- **Developed a UX strategy and scalable design system** for two fintech products at Lumesis (via Hexacta), increasing user satisfaction and design consistency across teams.
- **Led end-to-end redesign and migration** of a public-facing platform to a modern CMS, improving stakeholder content control by 80% and customer satisfaction by 75%.
- **Enhanced a learning platform's UX**, reducing production bugs by 70% through UX optimization and increasing team communication efficiency by 90%.
- **Designed an award-winning mobile app** for deaf children and families, officially recognized by the Buenos Aires City Legislature.

### Software Tools

Figma, Figjam, Adobe XD, Illustrator, Photoshop, Sketch, InVision, Balsamiq, HTML, CSS, Flexbox, Bootstrap, Lucidchart, Miro, Jira, Confluence, Trello, Redmine, Productboard, Pendo, Contentful, WordPress, GitHub, SendGrid, Replit

### Work Experience:

**CAIS (via Global Logic)** • New York, United States • January 2022 – January 2025

#### Product Manager (UX-Focused Role)

- Defined UX vision and platform experience strategy across public site, learning portal, and content management tools.
- Drove stakeholder collaboration to migrate to Contentful CMS—aligning business, legal, and marketing around a unified content strategy.
- Introduced dynamic content delivery based on user roles and firm types, increasing personalization and user engagement.

- Fostered Agile and UX best practices across teams in multiple regions, improving delivery velocity and design/development integration.
- Mentored team members on UX thinking and stakeholder storytelling to drive product alignment and roadmap clarity.

**Hexacta** • Buenos Aires, Argentina • November 2015 – December 2021

**Team Lead – Specialist UX/UI Designer** (UX Strategy + Leadership)

- Developed long-term UX vision and modular design systems for fintech clients, aligning product experience with business growth.
- Led design discovery efforts, conducting user research and workshops with stakeholders to define user journeys and identify UX opportunities.
- Partnered with developers and PMs to embed design into Agile workflows, promoting design thinking in cross-functional teams.
- Trained client teams in design collaboration using Figma, increasing design quality and reducing development rework.
- Led social-impact design initiatives, including apps recognized by government entities for accessibility and inclusion.

**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**

- 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