Veronica Vignoni

Product Manager

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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)

Work Experience:

CAIS (via Global Logic) • New York, United States • January 2022 – January 2025
Software Development
Position: **Product Manager**
Main Activities:
- Work for a financial client (CAIS), as a Product Manager of the core experience (Public Website, Learning Platform and Content of the main Platform).
- Lead cross-functional teams across multiple regions.
- Manage roadmaps, set OKRs, and track progress via Jira.
- Stakeholder Management & Communication (marketing, legal, client services and clients)
- Agile methodologies: Advanced Kanban and Scrum ceremonies
- Couching and Mentoring professionals' cross functions inside the Company.
- Key tools: Jira, Figma, Product Board, Confluence, Contentful, Pendo, Lucid Chart.
Main Results:
- Migration of the core experience of the Platform, integration with CMS (Contentful), Segment tracking, in 3 months, reducing technical dependency by 80%**.**
- Building a system to show or not content by Permission by firm/user integrated with the CMS and the platform API to manage the permissions. Improving clients experience an 90% focus in content.

Hexacta • Buenos Aires, Argentina • November 2015 – December 2021
Software Development
Position: **Team Lead – Specialist UX/IU Designer**
Main Activities:
- Designed web and mobile apps, focusing on user-centered experiences.
- Led complex design projects with cross-functional teams.
- Used agile methodologies to deliver design solutions.
- Key tools: HTML, CSS, Flexbox, JavaScript, Photoshop, Illustrator, Figma, Adobe XD, Balsamiq, Invision, Wireframe, Miro, Invision, WordPress., RedMine.

Main Results:
- Designed a new UI for a financial product (Lumesis), achieving 100% client and user satisfaction.
- Created a Design System for Lumesis, implemented across two different products, which is still in use.
- Coached the client team on Figma for prototyping and mockups, resulting in 95% adoption and satisfaction.
- Designed the app *LSA en Familia* (a social project for teaching sign language to deaf children and families), which was recognized as a project of social interest by the Buenos Aires City Legislature, Argentina. Still contributing to the project to the present.

Arzion • La Plata, Buenos Aires, Argentina • July 2012 – August 2015
Software Development
Position: **UX/UI Designer**
Main Activities:
- Designed intuitive web and mobile interfaces.
- Work for a Tourism Client (Triptuner), focused on usability and responsive design.
- Key tools: HTML, CSS, Bootstrap, JavaScript, Photoshop, Illustrator, Trello, Excel.

Servicios Digitales / Elysium • Buenos Aires, Argentina • October 2011 – July 2012
Software Development
Position: **UX/UI Designer**
Main Activities:
- Designed websites, logos, and marketing materials. Developed responsive web layouts.
- Key tools: HTML, CSS, Bootstrap, JavaScript, Photoshop, Illustrator, Excel.

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 – Expires May 2028

Languages: **English**
                 Spanish