

ROMINA LEZCANO

PRODUCT DESIGNER | DESIGN SYSTEMS | UX/UI | DESIGN + ENGINEERING

Valencia, Spain | Open to Relocate | Remote
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[Portfolio](#) | [LinkedIn](#)

SUMMARY

Product Designer and UX/UI Lead with 8+ years designing scalable digital products, enterprise applications, SaaS platforms and complex data interfaces. Specialized in Design Systems, Figma Variables, design tokens, reusable components and developer-aligned UI architecture. Computer Science background enabling strong collaboration with engineering and technical stakeholders. Experienced leading UX initiatives, facilitating workshops, validating designs through user feedback and turning complex requirements into scalable interface solutions.

CORE SKILLS

Design Systems | Figma Variables | Design Tokens | Component Libraries | UI Kits | Scalable UI Architecture | Reusable Components | Design Documentation | Design QA | Developer Handoff | Design-Engineering Collaboration | Product Design | UX/UI | User Research | Usability Testing | Information Architecture | User Flows | Wireframing | Prototyping | Interaction Design | Design Thinking | Agile | Data Visualization | AI-Assisted Design

TOOLS & TECHNOLOGY

Figma | FigJam | Dovetail | Amplitude | Jira | Confluence | Miro | Adobe Creative Suite | Cursor | Vercel v0 | Google Stitch | UXPilot | Lovable | HTML/CSS | SQL

EXPERIENCE

CO-FOUNDER & UX/UI LEAD — Impossible Studio | Jan 2025 – Present

- Lead UX/UI and technical art direction for interactive digital experiences.
- Define interface and interaction solutions while bridging design and technical implementation.

UX/UI LEAD — Atos | Telecom | Jun 2024 – Oct 2024

- Owned UX/UI for an internal API repository portal as the sole designer.
- Translated technical requirements into structured user flows, information architecture and interface patterns.
- Partnered directly with developers to align design decisions with implementation.

UI DESIGNER — AeroWise | Jun 2024 – Jul 2024

- Redesigned the product interface and developed scalable UI Kit components.
- Established reusable interface patterns to improve consistency across the product.

UX/UI DESIGNER — Magoya Agritech for Bayer Brazil | Jul 2023 – Sep 2023

- Redesigned UX/UI for a complex web application integrated into an internal environment.
- Improved usability and user retention through strategic interface and interaction design.

DESIGN THINKING LEAD & UI DESIGNER — Taligent | Jun 2021 – Jul 2023

- Designed intuitive interfaces for complex dashboards and enterprise applications.
- Led the Design Thinking team and facilitated cross-functional workshops.
- Incorporated user assessment and feedback into design decisions.

UX/UI DESIGNER — Seeker | May 2022 – Jun 2023

- Iterated desktop and mobile UI based on UX testing feedback, optimizing user flows and interaction patterns.

UX/UI & DATA VISUALIZATION DESIGNER — Own Experiences | May 2022 – Feb 2023

- Designed a complex SaaS portal with a focus on usability and structured information.
- Developed advanced data visualizations for complex data.

UX/UI DESIGNER & BI ANALYST — Solútica for Bayer | 2018 – 2021

- Designed dashboards and data visualization systems for operational tracking.
- Automated reporting and ETL workflows using SQL and worked with database modeling.

EDUCATION

Technical Degree in Systems Analysis / Computer Science — IFTS N° 18 (2017–2020) | Web Development — Digital House (2023) | UX/UI Design — Coderhouse (2019)

LANGUAGES

Spanish — Native | English — Advanced (B2++) | Professional remote & asynchronous communication