

# ROMINA LEZCANO

## PRODUCT DESIGNER | UX/UI | GAMING & INTERACTIVE EXPERIENCES

Valencia, Spain | Open to Relocate | Remote

+49 152 147 57018 | rominaalejandralezcana@gmail.com

[Portfolio](#) | [LinkedIn](#)

### SUMMARY

Product Designer and UX/UI Lead with 8+ years across digital products, SaaS, enterprise applications, data-heavy interfaces and interactive experiences. Computer Science background combining UX, visual design and technical understanding. Focused on gaming, virtual worlds and interactive experiences, with hands-on Blender, Unity, real-time 3D and technical art direction. Strong in interaction design, prototyping, design systems and AI-assisted workflows.

### CORE SKILLS

Gaming UX/UI | Interactive Experiences | Player Experience | Virtual Worlds | Real-Time 3D | Interaction Design | User Flows | Information Architecture | Prototyping | Usability Testing | Design Systems | Figma Variables | Design Tokens | Responsive Design | User Research | Design Thinking | AI-Assisted Design | Unity | Blender | Technical Art Direction

### TOOLS & TECHNOLOGY

Figma | FigJam | Blender | Unity | Adobe Creative Suite | Adobe Substance 3D Painter | Dovetail | Amplitude | Jira | Confluence | Miro | Cursor | Vercel v0 | Google Stitch | UXPIlot | Lovable

### EXPERIENCE

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

- Lead UX/UI and technical art direction for interactive virtual worlds and narrative experiences.
- Design and optimize real-time 3D environments using Blender and Unity, balancing visual quality with performance.
- Bridge UX/UI, visual design and technical implementation across interactive experiences.

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

- Owned UX/UI for an internal API repository portal as the sole UX designer, translating technical requirements into clear user flows and interfaces.
- Partnered directly with developers to align UX decisions with technical implementation.
- Facilitated technical workshops to improve cross-functional alignment.

#### UI DESIGNER — AeroWise | Jun 2024 – Jul 2024

- Redesigned the product interface to improve usability and client engagement.
- Developed scalable UI Kit components and reusable patterns to strengthen product consistency.

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

- Adapted a complex web application for integration into an internal digital environment.
- Improved usability and user retention through strategic UX/UI and interaction design.

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

- Designed data-heavy dashboards and applications, translating complex requirements into intuitive interfaces.
- Led Design Thinking initiatives and facilitated workshops using user assessment to inform design decisions.

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

- Optimized desktop and mobile interfaces by applying UX testing feedback to user flows and interaction patterns.

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

- Designed a complex SaaS portal and advanced data visualizations focused on usability and information clarity.

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

- Designed operational dashboards and data visualizations while automating reporting and ETL workflows using SQL.

### 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