

ROMINA LEZCANO

PRODUCT DESIGNER | B2B SaaS | AI | DATA PRODUCTS

Valencia, Spain | Open to Relocate | Remote

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

SUMMARY

Product Designer and UX/UI Lead with 8+ years designing B2B, SaaS, enterprise, FinTech and data-intensive products. Computer Science background with strong Design-Engineering collaboration skills. Experienced across research, information architecture, user flows, prototyping, high-fidelity UI, usability testing, design systems and developer handoff. Specialized in translating complex business logic, technical requirements and data into clear digital experiences, with AI-assisted design and remote asynchronous collaboration.

CORE SKILLS

Product Design | B2B SaaS | UX/UI | End-to-End Design | User Research | Usability Testing | Product Thinking | Information Architecture | User Flows | Wireframing | Prototyping | Interaction Design | Responsive Design | Data Visualization | Design Systems | Figma Variables | Design Tokens | Component Libraries | Developer Handoff | AI-Assisted Design | Generative UI | Prompt Engineering | UI Automation | Agile

TOOLS & TECHNOLOGY

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

EXPERIENCE

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

- Lead UX/UI for technology-driven interactive products, connecting product requirements with interface and experience design.
- Collaborate across design and technical implementation for interactive digital experiences.

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

- Led UX/UI as the sole designer for an internal API repository portal, translating complex technical requirements into usable product flows.
- Partnered directly with developers from UX definition through implementation.
- Facilitated technical workshops to align cross-functional teams around product requirements.

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 for greater 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 UX/UI and user retention through strategic product and interface design.

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

- Designed data-heavy dashboards and enterprise applications for complex business requirements.
- Led Design Thinking initiatives and facilitated workshops, using user assessment to inform product decisions.

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

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

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

- Designed a complex SaaS portal focused on usability, information architecture and data clarity.
- Developed advanced data visualizations leveraging AI-related data usage.

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

- Designed operational dashboards and advanced data visualizations.
- Automated reporting and ETL processes and worked with database modeling 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