

Lenin Cuadra

Senior Product Designer · AI Adoption Lead

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PROFESSIONAL SUMMARY

6 years of experience shipping end-to-end product design for SaaS, fintech, and EdTech products. Currently leading AI adoption across a 6-person design team — conducting discovery workshops, mapping capabilities, and driving workflow transformation. Proven track record of shipping AI-accelerated workflows: built a Figma-to-code component system using Claude Code + MCP that compressed a week of work into 2 days, enabling realistic sales demos, higher-fidelity user testing, and a path toward eliminating handoff friction. Fluent in design systems governance, cross-functional collaboration, and translating complex technical constraints into intuitive user experiences.

EXPERIENCE

Product Designer · AI Adoption Lead — PSH

Mar 2024 – Present

Leading AI integration strategy for a 6-designer team.

Client: Follett (EdTech, US market) — remote, English-speaking engagement.

- Led AI adoption initiative across a 6-person design team: conducted informal interviews and surveys to assess current capabilities, facilitated a discovery workshop to map needs per client context, and runs recurring demos to drive adoption of AI-powered workflows.
- Initiated and proposed a GitHub-based Design System repository workflow: built a functional component library using Claude Code + Figma MCP — replicating a full product in code from Figma references in 2 days (vs. 1 week prior). Pitch approved; repo setup in progress.
- Identified 4 high-value use cases for the code-first component system: (1) Sales demos with production-quality look & feel, (2) Higher-fidelity user testing uncovering real accessibility and behavior issues, (3) Stakeholder presentations with live-app fidelity, (4) Potential elimination of traditional design handoff.
- Built a custom Figma plugin to batch-export images as .webp, reducing export time from ~1 hour per 12 images to under a minute.
- 300% increase in unique user subscriptions in a key feature following redesign of the Materials Adoption and Course Supplies flows.
- Drive the design process from concept to implementation, including developer handoff, stakeholder alignment, and component documentation in Figma.
- Collaborate with Product Managers to move features from ideation to delivery; participate in user interviews, note-taking, and product definition.

Product Designer — Flevo

Jan 2023 – Dec 2023

Fintech startup focused on student loan access (B2C/B2B/B2B2C).

- Redesigned KYC funnel end-to-end, increasing user acquisition by 50%+.
- Led end-to-end design of product v3, introducing Dynamic Pricing based on debtor credit history analysis.
- Redesigned SaaS WebApp (B2B) for institutions to manage student data and loan visibility.
- Integrated Amazon Rekognition with backend team to automate document data extraction and autofill, reducing funnel drop-off.
- Built and maintained a Design System in Figma using Atomic Design, aligned with the frontend's Tailwind CSS implementation. Developed the foundational 'cell' component for the B2B product table.
- Designed checkout flows for 3 user types: Sellers, Students, and Custom payment button.
- Created product marketing assets and investor presentation materials alongside CPO and COO.

Product Designer — Truenorth

Mar 2022 – Oct 2022

B2B financial product design for SMEs and solopreneurs.

Remote, English-speaking engagement for US market.

- UI redesign of an embedded financial loan product; refactored the color system from brand manual to an accessible Design System (WCAG-compliant).
- Rebranding of a fintech wallet; updated components, styles, and adapted mobile experience to Kiosk-screen sizes.
- Created a dynamic color-filter Figma component applicable to any illustration in the system.

UX/UI Designer — Avaya

Jun 2021 – Mar 2022

Refactoring of a communications SaaS application. via Includit (now Avenga).

- Ran discovery: sitemap of current-state, user interviews, empathy mapping, and UX team workshop for feature prioritization.
- Designed from low-fi to high-fi prototypes; conducted 2 rounds of usability testing and iterated based on findings.

Product Designer — Naranja X

Jun 2020 – May 2021

Fintech product design for B2B and B2C (6+ months); internal SaaS and marketing. via Includit (now Avenga).

- Designed a fintech product from 0 to 1: user flows, sitemaps, wireframes, hi-fi mockups, and Design System components.
- Led research: usability tests, benchmarks, and card sorting.
- Redesigned internal SaaS tool improving developer experience company-wide; used Hotjar + Google Analytics for data-driven decisions.

UX/UI Designer — Montironi

Aug 2019 – May 2020

UX/UI design focused on lead generation for the Marketing team.

- 221% increase in sales compared to Q1 of the previous year.
- Design and validation using landing pages, web pages, and newsletters.
- A/B testing of copies, images, and buttons.
- Data-driven decisions using Google Analytics and Hotjar heatmaps.

SKILLS

AI & Emerging Tools: Claude Code, MCP (Figma), Figma AI, ChatGPT, AI-powered prototyping, Prompt workflows, Vibe coding

Product Design: End-to-end Product Design, Design Systems, Design Tokens, Atomic Design, Interaction Design, Visual Design, UX Writing

Research & Strategy: User Interviews, Usability Testing, A/B Testing, Card Sorting, Empathy Mapping, Heuristic Evaluation, Data-driven Design

Technical: Figma, Git, GitHub, HTML5, CSS3, Tailwind CSS, VS Code, Amazon Rekognition (integration)

Analytics: Google Analytics, Hotjar, Microsoft Clarity, Optimal Workshop

Accessibility: WCAG 2.1 / ADA compliance

Collaboration: Cross-functional teams, Stakeholder management, Workshop facilitation, Agile / Scrum, Design critique

Tools: Miro, FigJam, Adobe Creative Suite (XD, Ps, Ai, Id), Google Workspace

CERTIFICATIONS

Introduction to Agent Skills (MCP version) · Anthropic Apr 2026

Introduction to Agent Skills · Anthropic Apr 2026

AI Fluency Framework & Foundations · Anthropic Mar 2026

Claude 101 · Anthropic Mar 2026

EDUCATION

Graphic Design · Universidad Politécnica Experimental Antonio José de Sucre · 2010–2014