



# I'm Yanina Grammatico, a Senior Product Designer

## about me

I'm a Senior Product Designer with 20+ years of experience turning complex problems into clear, usable products. I've worked across fintech, AI, and enterprise SaaS in LATAM, the US, and Europe — leading cross-functional teams, collaborating with C-level stakeholders, and designing everything from zero-to-one AI platforms to large-scale enterprise systems. I bring both craft and strategy to every project.

## education

**Bachelor of Graphic Design**  
University of Buenos Aires  
2003–2009

**Professional Program in UX**  
Technical Institute of Bs As  
2015

**Certified Scrum Product Owner (CSPO)** - Scrum Alliance  
2021

**Storytelling for Designers**  
Nielsen Norman Group  
2022

## languages

- Spanish - Native
- English - Professional

## contact

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## work experience

### ITX — Account: Paychex

**Senior Product Designer** | 02/2025 - Present

- Led conversational design for new AI agents — defining use cases, setting user expectations, shaping tone and voice, and designing error handling and response behaviors, iterating continuously based on testing and adapting outputs to channel and audience.
- Led end-to-end discovery for an internal HRBP platform — mapping workflows, identifying pain points, and defining a value proposition projected to improve productivity by 17%, shifting the team from reactive to proactive service delivery.
- Improved usability and interaction patterns across the HR product vertical, reducing design inconsistencies and accelerating feature delivery.
- Partnered with product and engineering teams to translate research findings into solutions currently in active development.

### Inisoft Global — Account: Dow Jones

**Lead Product Designer** | 09/2023 - 2025

- Leading end-to-end UX/UI design for a new B2B product built on an extensive, multi-library design system — working within tight timelines while keeping both user needs and technical feasibility at the center of every decision.
- Translate business goals and user needs into system behaviors, interaction patterns, and UI components — always balancing what's right for the user with what's practical to build.
- Create high-fidelity wireframes and prototypes, and lead demo and handoff sessions with the development team to ensure design intent is preserved through implementation.

### UpCraft.ai (Chicago, US - Remote)

**Senior Product Designer** | 02/2021 - 08/2023

- Owned product design for an AI-driven platform from scratch — user research, wireframes, prototypes, and final UI — working remotely with a US-based team in an agile environment.
- Used rapid prototyping to test ideas early and often, which kept us from spending weeks building the wrong thing.
- Collaborated closely with engineering and product leadership to shape the roadmap, not just execute on it.

### Globant (Buenos Aires) — Account: Banco Macro

**Lead Visual Designer** | 04/2019 - 06/2021

- Designed digital experiences for banking sector clients going through digital transformation — complex, high-stakes projects where getting UX right had real business consequences.
- Worked directly with the bank's product and engineering teams through the full design cycle: ideation, information architecture, prototyping, usability testing, and iteration.
- Managed intricate graphic systems and design workflows, including micro-interactions, animations, and illustrations.
- Collaborated with C-level executives and IT Directors, translating strategic goals into design decisions.

### Servicios Nerd

**Creative Director** | 01/2015 - 04/2019

- Led a cross-functional design team delivering digital products for enterprise clients across LATAM, the US, and Western Europe.
- Defined design direction, set process standards, and managed external contractors across multiple concurrent projects.

### Imagen Comunicacion (Buenos Aires)

**Senior Graphic Designer & Marketing** | 10/2004 - 02/2017

- Developed visual communication and marketing strategies for large and medium-size businesses across LATAM.
- Delivered web design (UX/UI), corporate identity, product design, branding, packaging, and end-to-end marketing implementation.