



VANIA VEGA.COM

LEAD PRODUCT DESIGNER

PROFILE

Product Designer with 10+ years of experience creating digital products for complex business and user needs,

Specialized in research driven design, UX strategy, and end-to-end product experiences that balance user behavior, business goals, and scalable systems.

Experienced leading **cross functional collaboration** with product managers, researchers, writers, and engineers **to deliver intuitive and measurable solutions.**

CONTACT

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📌 /VaniaVega

SOFTWARE

Design & Research

Figma/ FigJam

Maze

Hotjar

Whimsical

Product & Collaboration

Jira

Confluence

Google Suite

AI Tools

ChatGPT

UX Pilot

Lovable

Figma Make

Magic Patterns

EXPERIENCE

● KUESKI / Feb 2020 - Present

Lead Product Designer

Lead a multidisciplinary team of 7 to drive payment flow strategy, improving checkout experience and conversion.

Conduct research to optimize acquisition journeys.

● CREATOR NINJA / Jan 2019 - Jan 2022

Senior UI/UX Consultant

I served as a UX consultant for a Japan-based company specializing in YouTube analytics, collaborating remotely with a diverse, cross functional team from the Philippines, Japan, and the United Kingdom.

● GURU DE VIAJE / Jun 2019 - Feb 2020

Senior UI/UX and Product Designer

I led the UX strategies for the product, which included creating research plans, designing interfaces, validating assumptions, and providing necessary assets for the development team, all within set timelines.

● UNOSQUARE / Apr 2016 - Jun 2019

UX and Visual Designer

Design of digital interfaces, apply UX processes according to the design thinking methodology, to visual design for both, internal projects and with clients.

LANGUAGES

Spanish - Native, **English** - Advanced

CERTIFICATIONS & LEARNING

- AI for Product Design
- Leadership Lab – Collective Academy
- UX Research Methods