



Lucía Garzón

Product Designer specialized in complex SaaS platforms, focused on clarity, product strategy, and end-to-end experiences.

I work across the full product lifecycle, from problem definition and systemic design to building scalable interaction models that improve workflow efficiency and decision-making. I bring strong design judgment, structured thinking, and a high capacity for execution, working closely with cross-functional teams to align user needs, business goals, and technical constraints.

Skills

Product Design

- Product strategy
- Problem framing
- Complex flow design
- Interaction design
- Design systems

AI Workflow

- AI-assisted ideation & research
- AI-assisted design
- Prototyping & component building (Claude, Figma Make)
- Designing for AI products

Collaboration & Decision-making

- Design-engineering handoff
- Cross-functional collaboration
- Data-informed decisions

Languages

- Spanish (Native)
- English (Advanced)

Education

Graphic Designer

2016 - 2020 • UADE

Experience

Product Designer

The Suite • Dec 2024 - Present

- As the sole product designer, I led the end-to-end design of the platform's first AI assistant, a launch that redefined its value proposition in the market.
- Designed key features that drove engagement and strengthened the value proposition, working closely with the Product, Engineering, and Member Experience teams.
- Defined and maintained the platform's design patterns, building components with AI assistants (Claude Code) to deliver interaction decisions already resolved and reduce ambiguity in the handoff with engineering.

Principal Product Designer

COR • Oct 2021 - Nov 2024

- Led product design for a multi-role operational SaaS platform, defining core flows and interaction models across the planning, productivity, and reporting modules. [Case study link]
- Built and scaled the platform's design system, establishing structure and patterns that accelerated delivery across teams and strengthened product coherence.
- Drove alignment between Product, Engineering, and Customer Success, balancing user needs, business goals, and technical constraints.

UX/UI Designer

Steplix Software • Dec 2019 - Oct 2021

- Designed end-to-end experiences for web and mobile, turning business requirements into structured flows and clear interaction models.
- Defined information architectures and product structures across multiple projects, aligning usability, commercial goals, and technical feasibility.
- Collaborated with developers and stakeholders to ensure feasible and scalable solutions.