

Guadalupe Miró

Senior Product Designer · Design Systems & Visual Craft — Bridging Brand and Product

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Senior Product Designer with a BA in Graphic Design and 10+ years bridging brand craft and product systems — turning complex problems into clear, scalable digital experiences, from early discovery and research through interaction design, prototyping, and implementation. I've owned product design at the organizational level twice: as the first product designer at MaintainX, where I helped scale the design function as the company grew past 200 people, and now at Apaleo, where I hold design decision-making autonomy across two product teams — Payments and Fiscalization. Alongside full-time roles, I've run a parallel freelance practice since 2022, supporting early-stage teams on brand identity and 0-to-1 product work. My process increasingly runs on AI-native workflows — research synthesis, interview analysis, rapid prototyping, and vibe coding with tools like Cursor — to explore and validate ideas beyond traditional design tools.

PRODUCT DISCOVERY · USER RESEARCH · INFORMATION ARCHITECTURE · WIREFRAMING & PROTOTYPING · UI VISUAL DESIGN & IXD · DESIGN SYSTEMS · STAKEHOLDER MANAGEMENT · DATA-INFORMED DESIGN · KPIS & OKRS · 0-TO-1 PRODUCT DESIGN · ACCESSIBILITY · AI-NATIVE WORKFLOWS · CONTENT STRATEGY & UX COPYWRITING

EXPERIENCE

Apaleo — Senior Product Designer

JUN 2023 - PRESENT

Remote · B2B hospitality platform

Embedded across two product teams — Payments and Fiscalization — with full design decision-making autonomy, partnering directly with Product and Engineering from problem definition through implementation.

- Run customer research and interviews directly, translating complex regulatory and financial requirements (tax, deposits, invoicing) into clear, implementable product experiences.
- Use AI-native workflows throughout — AI-assisted interview analysis, rapid prototyping, and vibe coding with Cursor — to explore and validate ideas beyond traditional Figma prototypes.

Freelance — Brand & Visual Designer / Product Consultant

MAY 2022 - PRESENT

Ongoing, concurrent with full-time roles below · Small teams & early-stage founders

Parallel independent practice supporting early-stage teams on brand and product between full-time engagements. On the brand side: logos, visual identity, and simple websites. On product: discovery, user interviews, IA, wireframing, and final designs for implementation.

Pura Mente — Senior Product Designer

SEP 2022 - MAY 2023

Remote · Meditation & community platform for the Spanish-speaking world

Led product design across the MVP and subsequent releases — discovery, information architecture, wireframing, prototyping, and final UI — working closely with Product, Research, and Engineering to translate user needs into product experiences.

MaintainX — Senior Product Designer**MAY 2020 - APR 2022**

San Francisco (Remote) · Workflow management platform for industrial & frontline teams

First product designer hired at MaintainX, joining a six-person team and working directly with the CEO and CTO. Owned the transition from Sketch to Figma, built the platform's early Design System, and helped make the case to grow the design team from one to two — the company scaled past 200 employees during my tenure.

- Designed web and mobile (iOS/Android) experiences for a mobile-first platform used by industrial and frontline workers — often outdoors in direct sunlight with gloved or wet hands, which shaped decisions around contrast, touch-target sizing, and glanceable information hierarchy.
- Led discovery, user interviews, IA, wireframing, and final UI across continuous MVP and product improvements.

PedidosYa — Product Designer, Growth**NOV 2019 - JUN 2020**

Buenos Aires · Delivery Hero — one of only two major on-demand delivery platforms in Argentina, alongside Rappi

Product Designer on the Growth Tribe, focused on onboarding and sign-up.

- Owned a cross-functional project to redefine the app's core growth metric — partnering with Growth and Data to shift the team's focus from raw sign-ups to activated users (people converting into repeat purchasers), then redesigned the onboarding/sign-up funnel around that new definition and ran A/B tests to reduce drop-off in the request-food flow.
- Conducted qualitative research — custom interviews, polls, usability testing — with existing and prospective users to inform onboarding and profile & settings decisions.

Aerolab**OCT 2017 - NOV 2019**

Buenos Aires · Digital product agency

User Experience Designer**FEB 2018 - NOV 2019**

UX/UI designer across web and mobile products for LATAM and US startups. Led the redesign of Ripio's wallet and dashboard — one of Argentina's largest crypto exchanges — a 4-month discovery-to-delivery engagement covering transactional flows, onboarding, credit flow, and UI kit foundations for its new design system.

Trainee UX/UI Designer**OCT 2017 - JAN 2018**

Selected as one of four design fellows for Aerolab's UX/UI training program. Redesigned the donation flow for DonarOnline and co-built Caminos de la Villa — a web app helping residents track urbanization progress in underserved Buenos Aires neighborhoods — in partnership with nonprofit Wingu.

EARLIER EXPERIENCE**Conway + Partners** — Visual & Brand Designer, real estate & hospitality branding

MAR - SEP 2016 · BA / NYC

Remolino — Visual & Brand Designer, multidisciplinary design studio

AUG 2015 - JAN 2016 · BA / ZURICH

Combo Brand Agency — Graphic Designer

JUN 2014 - JUL 2015 · BUENOS AIRES

EDUCATION**BA, Graphic Design**

University of Buenos Aires · 2010 - 2016

Interaction Design Trainee Program

Aerolab · 2017

TOOLS**Currently using**

Figma & FigJam · Cursor · Claude Code · Notion · GitHub · Slack

Also comfortable with

Illustrator · Photoshop · InDesign · Miro · Zeplin · Jira

LANGUAGES**Spanish**

Native

English

Professional working proficiency