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# Joanna Arnaiz

Product Design Lead

Product Design Lead with 15+ years of experience shaping end-to-end product experiences, leading UX strategy, and elevating design maturity across organizations. I operate as a player-coach: mentoring designers, establishing scalable processes, and driving cross-functional alignment, while remaining deeply hands-on in research, interaction design, prototyping, and design systems.

I excel in bringing clarity to complex problems, transforming ambiguity into actionable direction, and partnering with product and engineering leaders to deliver measurable impact. My leadership style blends empathy, structure, and strategic thinking, empowering teams to make confident, user-centered decisions. Co-creator of UX United, a program that helps cross-functional teams adopt UX thinking and improve product quality through better collaboration.

## Highlights

- Built and led the UX vision for multiple product areas, improving consistency and accelerating execution through a scalable design system.
- Reduced iteration time for engineers and designers by introducing structured reviews, documentation standards, and reusable UX patterns.
- Designed and implemented a company-wide user testing strategy, enabling data-driven decision making and continuous product improvement.
- Facilitated discovery workshops that aligned stakeholders, clarified scope, and reduced misalignment in early product phases.
- Developed and delivered UX training programs that elevated team collaboration and design maturity across product, QA, engineering, and leadership.

## Experience

### UX Design Consultant and Trainer

*Jigso Labs*

Mar 2019 – Present

Jigso Labs is a consulting studio focused on helping companies elevate their digital products and internal capabilities. I lead the end-to-end design process for multiple clients, from research and ideation to prototyping and usability testing. I partner with stakeholders to translate business vision into user-centered solutions and actionable recommendations. I also deliver UX/UI training sessions and workshops, helping teams strengthen their design maturity, improve collaboration, and adopt user-centered decision-making across their processes.

### Lead Product Designer

*Clockwork*

Oct 2020 – Present

Clockwork Universe is a fintech platform for portfolio management and investor reporting. I lead the Product Design team and oversee the end-to-end product design process, guiding the experience from strategy and vision to execution across all features. I collaborate closely with product managers, engineers, and leadership to define priorities, align business outcomes with user needs, and ensure a consistent, high-quality product experience. I mentor the design team, establish processes, and foster a culture centered around collaboration, iteration, and thoughtful problem-solving. I own the evolution of the design system and lead the company-wide user testing strategy, validating decisions through real user insights and driving continuous product improvement., consectetur adipiscing elit. Nunc sit amet sem nec risus eget accumsan. In enim nunc, tincidunt ut quam eget, luctus sollicitudin neque.

## Sr. Product Designer

*UPShow*

Mar 2019 – Sep 2020

At UPShow, I collaborated with product managers and engineers to gather and evaluate user needs across multiple product lines. I translated insights into concepts, wireframes, and high-fidelity experiences, adapting UX artifacts to each project stage. I also created and maintained the company's Product Design System, enabling consistency, efficiency, and scalability across design and engineering teams.

## UX Designer

*UrulT*

Oct 2018 – Mar 2019

I worked with cross-functional teams during the discovery phase of several digital products, helping clients shape their ideas into viable solutions. I facilitated workshops, conducted research activities, and produced key UX deliverables such as story maps, personas, user flows, wireframes, and prototypes. My role focused on aligning business goals with user needs and building a strong foundation for product definition and identity.

## Sr. Visual Designer

*Infragistics*

Oct 2014 – Set 2018

I contributed to Indigo Studio, a prototyping and UX design tool. My responsibilities included owning the creation and maintenance of the design system, producing visual components, and collaborating closely with product managers and engineers. I supported the full product lifecycle by conceptualizing UI patterns, designing feature prototypes, and ensuring visual and functional consistency across the tool's ecosystem.

## Design Team Lead

*Innicia*

Mar 2021 – Feb 2024

I led the design department, managing multiple projects from concept to production while ensuring timely and high-quality delivery. I established design standards, provided creative direction, and coached designers to strengthen skills and elevate team performance. My leadership focused on balancing creativity with business goals, maintaining consistency across deliverables, and optimizing collaboration between design and other departments.

## Graphic Designer

*Chic Parisien*

Jun 2009 – Oct 2009

I supported the marketing and visual identity needs of the brand by producing campaign materials, supervising product photography, and creating printed assets for retail locations. My work contributed to consistent and cohesive brand communication across digital and physical touchpoints.

## Graphic Designer

*Enlace*

Mar 2008 – Jun 2009

I designed flash-based games for web and mobile, as well as interactive experiences and websites. My role included concept development, visual design, and asset production for engaging digital interfaces.

## Talks, workshops y courses

### Co-creator & Instructor | UXU United

*Brightest*

2020 – Present

Co-created and teach the UXU (User Experience Certified Ambassador) program, designed to help cross-functional teams strengthen their understanding of UX, usability, and user-centered quality. The program empowers testers, developers, and product teams to incorporate UX thinking into their daily work.

### Co-creator & Instructor | UX for Testers

*CES*

2018 – 2020

Developed together with Claudia Badell a course to introduce testers to core UX concepts, giving them practical tools to evaluate user experience, extract meaningful insights, and contribute to overall product quality

- Creator & Instructor | User Experience Foundations**  
*Carne School - Art and Creativity* 2018 – 2020

Delivered an introductory course aimed at designers and professionals new to UX. Covered the fundamentals of user experience, the design process, and key tools for shaping user-centered products.
- Speaker | The ABCs of Usability Testing**  
*Testing Bolivia* 2021

Introduced essential usability testing principles and practical techniques for teams beginning their UX maturity journey.
- Speaker | And the User? Tips About UX**  
*GX28* 2018

Presented an introduction to UX with actionable tips for improving user experience in development and QA teams.
- Speaker | Mobile App Design Survival Kit**  
*vOpen.UY* 2018

Workshop covering the complete design process for mobile apps, from ideation and requirements through usability best practices for launch-ready products.
- Speaker | Testing User Experience**  
*TestingUy* 2018

Hands-on workshop created to help QA and developers integrate UX techniques into their workflow—covering heuristics, task-based usability testing, and foundational analytics
- Collaborator | Mastering Paper & Digital Prototyping**  
*IxDA Latin America* 2015

Interactive workshop on building and testing both paper and digital prototypes, focused on enabling teams to validate ideas early and effectively.

## Education

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- The Power MBA Master**  
*The Power Bussines School* Present
- UX Management: Strategy and Tactics, User Experience**  
*IxDF - The Interaction Design Foundation* 2025
- Agile Methods for UX Design**  
*IxDF - The Interaction Design Foundation* 2025
- Design for Thought and Emotion, User Experience**  
*IxDF - The Interaction Design Foundation* 2025
- Conducting Usability Testing, User Testing**  
*IxDF - The Interaction Design Foundation* 2025
- Personas & User Research: Design Products and Services People Need & Want**  
*IxDF - The Interaction Design Foundation* 2025

● Journey Mapping <i>IxDF - The Interaction Design Foundation</i>	2025
● Design for the 21st Century with Don Norman <i>IxDF - The Interaction Design Foundation</i>	2025
● User Research – Methods and Best Practices <i>IxDF - The Interaction Design Foundation</i>	2025
● Interaction Design for Usability, User Experience <i>IxDF - The Interaction Design Foundation</i>	2025
● Mobile UX Strategy: How to Build Successful Products <i>IxDF - The Interaction Design Foundation</i>	2025
● UX Design for Augmented Reality <i>IxDF - The Interaction Design Foundation</i>	2025
● How to Design for Augmented and Virtual Reality <i>IxDF - The Interaction Design Foundation</i>	2025
● How to Create Intuitive Products by Imitating Physicality <i>IxDF - The Interaction Design Foundation</i>	2025
● Get Your Product Used: Adoption and Appropriation, User Experience <i>IxDF - The Interaction Design Foundation</i>	2025
● Information Visualization, Visual Design <i>IxDF - The Interaction Design Foundation</i>	2025
● Mobile UI Design <i>IxDF - The Interaction Design Foundation</i>	2025
● The Ultimate Guide to Visual Perception and Design <i>IxDF - The Interaction Design Foundation</i>	2025
● Dynamic User Experience: Design and Usability <i>IxDF - The Interaction Design Foundation</i>	2025
● Creativity: Methods to Design Better Products and Services <i>IxDF - The Interaction Design Foundation</i>	2025
● Service Design: How to Design Integrated Service Experiences <i>IxDF - The Interaction Design Foundation</i>	2025
● Affordances: Designing Intuitive User Interfaces <i>IxDF - The Interaction Design Foundation</i>	2025
● Data-Driven Design: Quantitative Research for UX <i>IxDF - The Interaction Design Foundation</i>	2025

<p>● AI for Designers, User Experience <i>IxDF - The Interaction Design Foundation</i></p>	2025
<p>● Perception and Memory in HCI and UX, User Experience <i>IxDF - The Interaction Design Foundation</i></p>	2025
<p>● Gestalt Psychology and Web Design, User Experience <i>IxDF - The Interaction Design Foundation</i></p>	2025
<p>● Visual Design: The Ultimate Guide <i>IxDF - The Interaction Design Foundation</i></p>	2025
<p>● User Experience: The Beginner's Guide <i>IxDF - The Interaction Design Foundation</i></p>	2025
<p>● Liberating Structures <i>ProjectaT - Facilitation, Scrum Master</i></p>	2024
<p>● The One-Person UX Team <i>Nielsen Norman Group</i></p>	2019
<p>● Persuasive and Emotional Design <i>Nielsen Norman Group</i></p>	2019
<p>● Medieval Capital Letters <i>Caja Baja</i></p>	2019
<p>● Design Thinking and LEGO(R) Serious Play(R) <i>Miss Hack</i></p>	2019
<p>● Associate Degree - Analyst Programmer (Q1 Only) <i>ORT University</i></p>	2016
<p>● Associate Degree - Web Design <i>ORT University</i></p>	2014
<p>● Associate Degree - Graphic Design <i>ORT University</i></p>	2013
<p>● Graphic Design <i>Bios</i></p>	2008
<p>● Highschool <i>Colegio Inglés</i></p>	2005
<p>● Primary <i>St. Catherine's school</i></p>	1999

# Skills & Leadership Capabilities

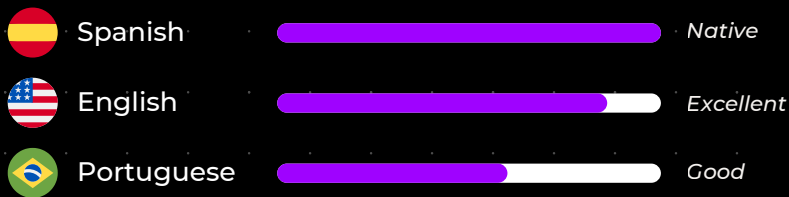
## Leadership & Collaboration

- Player–Coach leadership
- UX strategy & product direction
- Stakeholder alignment
- Team mentoring & capability building
- Design operations & process scaling
- Facilitating workshops & discovery sessions
- Roadmap and prioritization partnerships

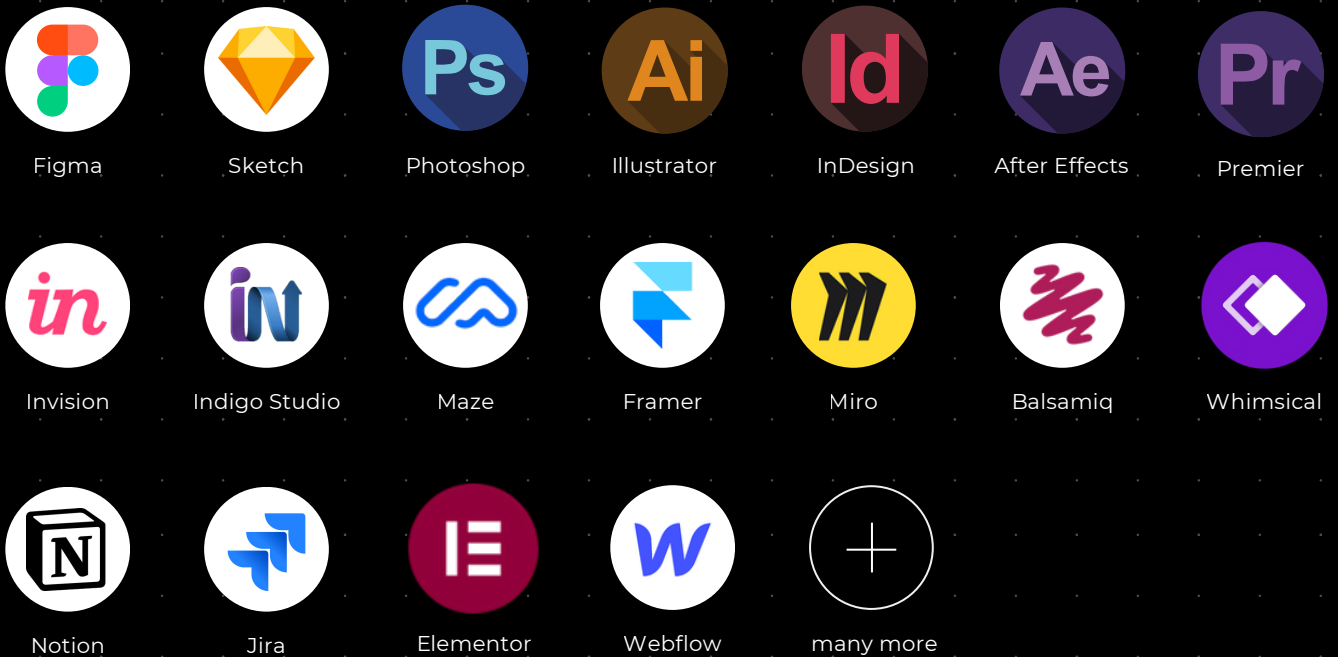
## UX & Product Expertise

- User research & synthesis
- Information architecture
- Wireframing & prototyping
- Usability review
- Interaction design
- Design systems creation & governance

## Languajes



## Tools



# Tech Stack



HTML



CSS



Wordpress



React



## Professional Member of the Interaction Design Foundation (IxDF)

### IxDF Distinctions



Social Impact Award



Distinguished Scholar



Outstanding Learner



Best in Class



Top 10% Course Taker



Assiduous Learner Award



Certified Course Completer



Community Influencer