

Regina Lena

Senior Leader Product & Design · AI-Powered Products · Data-Informed Strategy · Cross-functional Teams

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PROFILE

I build cross-functional tech teams that are passionate about building products that scale and create a lasting impact.

18 years in tech, 140+ projects shipped, 2 companies founded, a mentorship network **scaled to 16 countries** across Latin America, I've led product and design at Booking.com, **managed 7 squads across 3 continents** at a **top-15 DeFi protocol**, and joined NoblyPOS **as first designer through acquisition by Revolut**. My background crosses AI, blockchain, fintech, hospitality, retail, healthcare, and NGOs. That range is what lets me lead in any room and ship across multiple contexts.

Seeking my next senior leadership position at the intersection of product, design, and AI where cross-disciplinary range is a strategic advantage.

18 yrs

In technology

10+ yrs

Leading teams

140+

Projects shipped

26 - 80

Team size led

16

Countries
expanded to

WORK EXPERIENCE

Founder | Product & Design · Rondas.ai 2024 – 2025

Remote · LATAM · AI-powered strategic networking platform

Reimagined networking. Matching groups of up to 7 professionals based on what each person actually needed from the experience, validated by 2,500+ community members and a 70-person research process.

- 97 CSAT · 4.8/5 satisfaction at launch.
- Designed and owned strategy, prioritization, end-to-end user onboarding experience, product roadmaps. Built an AI Agent that collected data points per participant through warm conversational onboarding, feeding a custom ML matching algorithm built on research-based rules.
- Ran two product versions: a remote MVP across 4 countries and a live event in Montevideo with 80+ tech professionals.
- Led 10+ volunteers across design, engineering, marketing, and partnerships.

Founder | Product & Design · Black Sheep Group 2008 – Present

Remote · Global · Technology consulting practice

- Founded and ran a consulting practice delivering product design and development for clients across US, LATAM, Europe, and Australia.
- Delivered projects ranging from \$60K–\$100K+, building and leading specialized delivery teams of up to 10+ contractors.
- Clients include: Fashion Nova (US), Endeavor (UY), TedX (UY), Transform AI (US), EllaMD (US), Actiu (ES), Osborne Health Supplies (AU), among others.
- Award: Orgatech Smart Furniture - Actiu Next international innovation recognition.

Co-Founder | Data & Operations · Más Mujeres en UX 2020 – 2024

LATAM · Mentorship program for women in tech · scaled to 16 countries

- Co-founded and led operations, strategy, and growth. Scaling from Chile to 16 countries across Latin America.
- Defined success metrics OKR/KPI, and annual results reporting.
- Grew program reach by 384% in one year. Reached 2,500+ women across LATAM.
- Hired, onboarded, and trained 80+ senior mentors. Outcomes: 36% of participants improved working conditions, 27% changed jobs, 12% won salary negotiations.

Head of Delivery · Synthetix.io 2022 – 2024

Remote · Top-15 DeFi protocol · on-chain real-world assets, derivatives & futures

- Acted as connective tissue between technical and business stakeholders, translating strategy into executable roadmaps.
- Owned execution across 7 squads (25 people, 3 continents, multiple timezones) spanning marketing, design, security, core dev, infra, and frontend. Facilitated clear communication among partners and internal teams.
- Increased team velocity by 32% by introducing and scaling Scrum practices org-wide.
- Led complete brand overhaul: new design system, website redesign, and marketing strategy. Driving measurable gains in user engagement and ecosystem adoption.

Head of Product Design · NoblyPOS (acquired by Revolut) 2013 – 2019

Remote · Contractor → In-house → Contractor · B2B hospitality tech

- Contributed to company trajectory from early-stage startup through acquisition by Revolut one of Europe's most valuable fintech companies.
- Joined as first designer. Owned end-to-end product design from early stage through acquisition.
- Grew product to 1,500 B2B customers, 2.95% MoM Churn, 1.5M ARR, 32% subscription growth, Led US market expansion research and strategy.
- Won Award: UK Digital Experience — Innovation Food & Drink.

Lead Product Designer · Booking.com 2017 – 2018

Amsterdam, Netherlands · Global travel platform · 40,000+ daily transactions

- Defined success metrics, ran data-driven (A/B Testing) product experiments, analyzed big-data results.
- Owned onboarding booking funnel journey, reducing drop-off and customer service ticket volume: Modifications ↓16%, Cancellations ↓7% (40k/day), Payments ↓9%, Confirmations ↓3%.
- Refactored 30+ screens across 7 critical user journeys, reducing technical debt and improving app performance.
- Functionally led a cross-disciplinary team of 15, influencing 40+ across research, data science, product, engineering, and customer service.

Senior Product Designer · Xmartlabs 2013 – 2016

Remote · US / UK / Uruguay · First designer, scaled agency to 25+ people

- Designed end-to-end digital products for startups. Native iOS, Android, hybrid mobile, desktop, tablet, wearables.
- Delivered full product design cycles: discovery, research, design systems, prototyping, user testing, dev handoff, branding, product documentation.

Senior Product Designer · Qubika 2015 – 2016

Remote · US / Uruguay · Enterprise software and mobile apps

- Designed enterprise software for large corporations. Managing delivery of new features, and reducing technical debt.
- Led cross-functional teams of up to 6 across 10+ simultaneous projects.

SPEAKING & THOUGHT LEADERSHIP

20+ invited talks across LATAM and internationally on leadership, negotiation, AI, and scaling organizations. Selected:

- AI Mentor — Cursor Café, Chile (2026)
- AI Mentor — OpenAI Hackathon, Chile (2024)
- AI for Networking — Rondas.ai, LATAM (2025)
- How We Scaled a Mentorship Program 17x in 4 Years — 24 Hours of UX (2022)
- Metrics for Success — Suma Experiencia UX, Remote (2021)
- Ambassador for Women in Tech — Collision, New Orleans US (2018)
- IXDA Day NYC — Interaction Design Association, New York (2019)
- Judge of Product & Design. Booking.com Hackathon (2017-2018)

EDUCATION

B.A. in Interaction Design — Universidad de la República, Uruguay 2014 – 2016

B.A. in Fine Arts — Universidad de la República, Uruguay 2013 – 2014

Associate's Degree in Graphic Design — UTU, Uruguay 2011 – 2012

Selected Professional Development

- Claude Code + Cursor — Buildcamp Gregory John (2026)
- Fintech Innovations Specialization — University of Michigan (2021)
- Strategic Leadership — University of Illinois (2026)
- Business Model Innovation — Paul Nekh (2025)
- Blockchain & Cryptocurrencies — Princeton University (2022)
- Interaction Design Specialization — UC San Diego (2015)

CORE COMPETENCIES

- Product strategy, roadmap & OKR/KPI definition
- Cross-functional team leadership across Product, Design, Research, Engineering, Data Science, Customer Support, and QA.
- Data-driven experimentation & decision making
- Agile transformation & operational systems design
- Go-to-market strategy & product launch
- Stakeholder alignment & executive communication
- Project Management PMP, Scrum, Kanban
- AI product development (Claude, Cursor, V0, Lovable)
- User research & discovery (100+ sessions conducted)
- Design systems & product quality governance
- Community building & organizational scaling
- Negotiation, conflict resolution & team coaching
- English (C1 Fluent) · Spanish (C2 Native)

TOOLS & TECHNOLOGIES

AI & Automation: Claude Code · Cursor · ChatGPT · Vercel V0 · Lovable · Supabase

Product & Ops: Notion · Google Workspace · Microsoft 365 · Slack · Discord · Jira · Asana · ClickUp · Monday

Design: Figma · Canva · Adobe Suite (Ps, Ai, Id) · Procreate · Miro · Mural

Analytics: Google Analytics · Tableau · Kibana

Development: CSS · HTML · Git · Webflow · Squarespace