

# Regina Lena

Head of Product & Design · Founder · Building data-driven user-centered products with AI

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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. Led teams up to 26 (influencing 80+) across Product, Design, Research, Engineering, Data Science, Customer Support, and QA. 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 a senior leadership role 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

**16**

countries scaled

## WORK EXPERIENCE

### Founder | Head of 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.

- Designed and owned end-to-end user onboarding experience. 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.
- 97 NPS · 4.8/5 satisfaction at launch.

### Founder | Head of 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+ engagements, building and leading specialized delivery teams of up to 10+.
- 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 | Director of 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.
- Implemented OKR/KPI framework 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.

### **Design & Project Manager** · 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.
- 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.

### **Lead Product Designer & Women in Tech Ambassador** · Booking.com 2017 – 2018

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

- Defined and ran data-driven (A/B Testing) product experiments across core booking flows.
- Owned onboarding and booking funnel experiments 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.
- Championed D&I as Women in Tech ambassador. Judged internal design hackathons. Co-designed Booking's Values framework (2017).

### **Lead Product Designer** · NoblyPOS (acquired by Revolut) 2013 – 2019

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

- Joined as first designer. Owned end-to-end product design from early stage through acquisition.
- Grew product to 2,500 B2B customers. Led US market expansion research and strategy.
- Won Award: UK Digital Experience — Innovation Food & Drink.

### **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.
- Delivered complete UI/UX services: product discovery, benchmark analysis, user research, scalable design systems, wireframes, UX flows, and UI design, interaction design, high fidelity prototypes, user testing. Development handoff. Art direction, branding, illustration. Native iOS, Android & Hybrid Mobile apps, Desktop, Tablet, Billboard Screens, and Wearables devices.

### **Senior UI/UX Designer** · Qubika 2015 – 2016

*Remote · US / Uruguay · Enterprise software and mobile apps*

- Designed enterprise software reducing technical debt for large corporations.
- Led cross-functional teams of up to 6 across 10+ simultaneous projects.
- Managed UI UX delivery of new features, for web design including sitemaps, user flows, information architecture, UI libraries, and high-fidelity prototypes.

## **SPEAKING & THOUGHT LEADERSHIP**

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

- 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)

## EDUCATION

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**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

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- Product strategy, roadmap & OKR/KPI definition
- Cross-functional team leadership (up to 25 direct, 80+ influenced)
- 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 (16 countries)
- Negotiation, conflict resolution & team coaching
- English (C1 Fluent) · Spanish (C2 Native)

## TOOLS & TECHNOLOGIES

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

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

Design: Figma · Adobe Suite (Ps, Ai, Id) · Webflow · Canva · Procreate · Squarespace

Analytics: Google Analytics · Tableau · Kibana