Renzo Piedra

📧 renzo_piedra@hotmail.com | 🌐 renzopiedra.com (Responsive design & complex app case studies)
🔗 linkedin.com/in/renzo-piedra

Senior UX/UI & Product designer

Senior UX/UI Designer with 6+ years of experience designing scalable, user-centered solutions for web and mobile platforms in SaaS, healthcare, and finance industries. Skilled in leading end-to-end design processes—from research and journey mapping to wireframes, storyboards, and prototypes. Adept at advocating for user needs while aligning with business goals, and experienced in agile, cross-functional environments. Passionate about building design systems, leading co-creation workshops, and continuously evolving practices in responsive and accessible design.

Professional Experience

Product Designer — Andy, Barcelona, Spain (Jul 2024 – Mar 2025)
- Led UX strategy and design for core web and mobile platforms from concept to launch
- Developed user flows, journey maps, and storyboards to clarify product direction and improve stakeholder alignment
- Built and maintained a scalable design system for consistent interface patterns
- Conducted user research and usability testing to validate and iterate on features
- Facilitated daily collaboration with engineering and product teams in agile sprints
- Advocated for user needs while aligning designs with dynamic content strategies

Senior UX & Service Designer — Neo Consulting, Lima, Peru (Jan 2023 – Dec 2023)
- Directed UX for data-driven SaaS platforms in healthcare and fintech sectors
- Led discovery workshops and research initiatives to surface user insights
- Produced full design artifacts: flows, wireframes, journey maps, prototypes, UI kits
- Defined processes for effective stakeholder collaboration and design delivery

UX/UI Designer (Jan 2021 – Jan 2023)
- Designed responsive dashboards, onboarding flows, and B2B interfaces
- Collaborated closely with product managers and developers in agile cycles
- Maintained scalable design patterns to support feature growth and consistency

Junior UX/UI Designer (Dec 2019 – Jan 2021)
- Supported senior designers in responsive redesigns and performance-focused flows
- Created high-fidelity Figma prototypes and ensured smooth developer handoff

Graphic & Visual Designer — Smiledu & Softhy, Lima, Peru (Jul 2018 – Nov 2019)
- Designed branded visuals and UI components for web and mobile apps
- Contributed to the creation of early component libraries and interface guidelines

Education

Master's in UX/UI Design — Escola Superior de Disseny ESDi, Barcelona, Spain | 2024–2025
Bachelor's in Graphic Design — TLS Toulouse Lautrec, Lima, Peru | 2016–2019

Skills & Tools

Service Design: Stakeholder Mapping, Journey Mapping, Service Blueprinting, Persona Development, Co-Design Workshops, Task Flows, Dynamic Content Strategy, Accessibility (WCAG & W3C)
User Research: Qualitative Interviews, Usability Testing, Focus Groups, Data Synthesis, Insight Generation,A/B Testing, Data-Driven Design, Feedback Loops
UX Design: Wireframing, Prototyping, Task Flows, Accessibility Standards (WCAG), Interaction Design, Information Architecture
Collaboration & Delivery: Cross-functional Facilitation, Strategy Alignment, Developer Handoff, Design Documentation
Tools: Figma, Adobe XD, Miro, Notion, Webflow, WordPress, HTML/CSS (basic)
Languages: English (Fluent), Spanish (Native)