Lucas Sellanes - Product Designer

Product Manager & Head of Design with 7 years of experience leading cross-functional teams and delivering award-winning products across SaaS, fintech, ed-tech, and AI. Adept at bridging product strategy with design execution, defining roadmaps, and driving measurable outcomes. Experienced in scaling startups, integrating acquisitions, and leading teams to deliver impactful user-centered solutions.

Selected Achievements

Innovation

Invented the snap-on magnetic keyboard for VR, now adopted by over **250 million users worldwide**.

Acquisition

Acquisition Success: Readlee acquired by Paper following platform redesign and strategy leadership.

Recognition

Award-Winning Launches: Led Immerse's B2C VR launch with Meta, winning **Webby Award** + **VR Education of the Year**.

Leadership

Scale & Growth: Head of Gamification at Paper, managing 12+ designers and developers, delivering measurable improvements in retention and engagement.

Strategic Growth

- **Market Expansion:** Currently leading **U.S. expansion strategy for Biolube**, including GTM, compliance, and product innovation.
- **Fintech Innovation:** Defined product vision and design for **Zest Equity**, enabling startups and investors to build private market investment vehicles.

Startup Experience

YC Experience: Worked with multiple **Y Combinator startups** (Tastnote, BIOS), delivering 0→1 product launches.

Experience

01

Product Designer — Biolube (U.S. Expansion, Intimate Wellness Brand)

07/2025 – Present

- Leading U.S. go-to-market strategy, e-commerce roadmap, and product design.
- Managing cross-functional teams across packaging, compliance, marketing, and digital channels.

02

Lead Product Designer / Head of Product — Zest Equity (Dubai, Fintech Platform)

2023 – 2025

- Designed and scaled a fintech platform for startups to create investment vehicles and access private markets.
- Defined product vision and investor workflows, collaborating with founders and investors.
- Delivered prototypes and investor-facing assets that supported successful fundraising.

03

Product Designer / Head of Gamification — Paper (Canadian Unicorn, Montréal)

2021 – 2023

- Led gamification and engagement strategy, managing a team of 12+ designers and developers.
- Oversaw the integration of Readlee following acquisition, aligning roadmap, UX, and engineering.
- Launched initiatives improving retention and student engagement across Paper's ed-tech platform.

04

Product Designer — Readlee (San Francisco; acquired by Paper)

2020 – 2021

- Owned product strategy, UX/UI Design for teacher/student workflows, delivering a complete redesign.
- Improved adoption rates and positioned the company for acquisition by Paper.
- Balanced roadmap ownership, KPIs, and stakeholder communication with hands-on execution.

05

Lead Product Designer — Immerse (San Francisco; Meta VR Project)

2018 – 2019

- Defined and launched the first B2C VR learning platform, transitioning from B2B.
- Collaborated with Meta to launch on Oculus; product won Webby + VR Education of the Year awards.
- Owned roadmap, product vision, and cross-functional delivery from concept through launch.

06

Product Designer — Rwanda Ministry of Foreign Affairs

2017 – 2018

- Designed and managed rollout of an AI-powered digitization platform for banks and ministries.
- Led collaboration between government teams and technical vendors.
- Delivered a system handling hundreds of thousands of documents previously only in physical form.
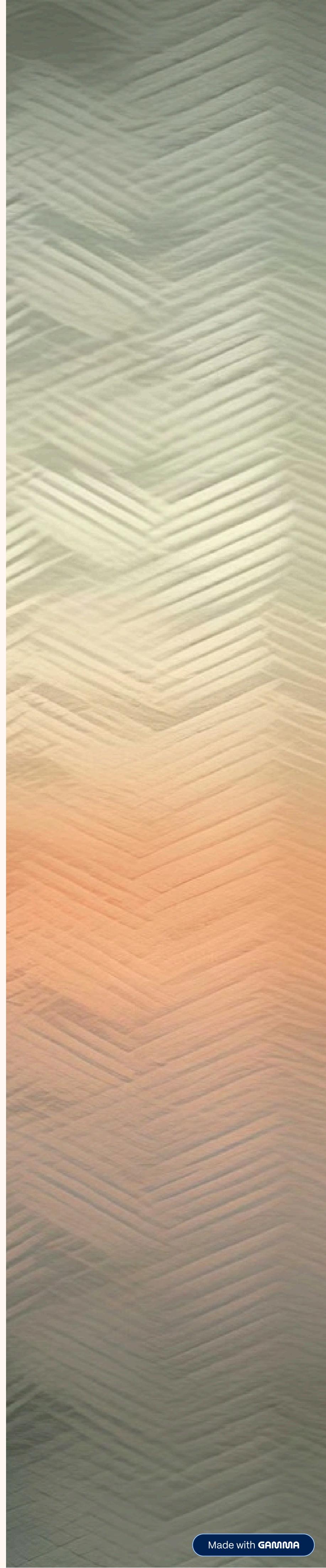
Earlier Roles

(prior to 2017)

Head of Product & Design — DesignMatch (Canada)

Built product and customer journey from 0→1 for a design-talent marketplace.

Lead Designer — Tastenote (YC, New York)

Shipped the first consumer product integrating tech into restaurants.

Lead Designer — BIOS (YC)

Directed product vision and UX for an interactive biology learning platform used in museums and zoos.

Education

01

B.A., Linguistics

Universidad de la República, Uruguay (2017)

Continuous learning and cross-disciplinary education has been fundamental to my approach in product management and design.

Skills

Product Management

Domain Expertise

Design Leadership
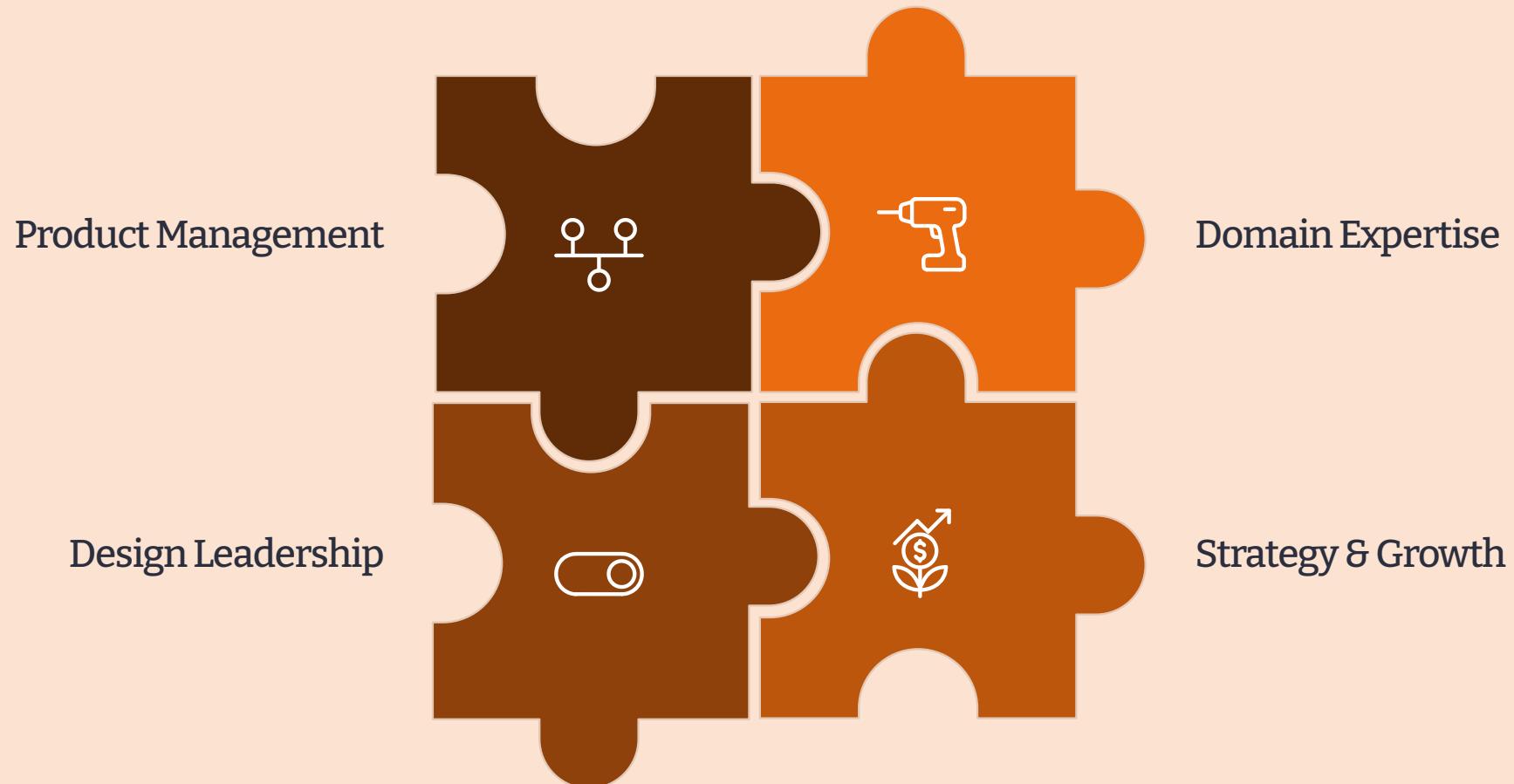
Strategy & Growth

Product Management

Roadmaps, Agile/Scrum, KPIs/OKRs, stakeholder management, GTM

Design Leadership

UX/UI, prototyping (Figma), interaction design, usability testing

Strategy & Growth

PLG, customer journeys, gamification, lifecycle/retention

Domains & Tech

Fintech, Ed-Tech, DTC, AI/Agentic workflows, VR/AR, GovTech, SaaS (B2B & B2C)