LAURA PICOROSO

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Senior Product Designer · AI-powered Experiences & End-to-end Product Design

SUMMARY

Senior Product Designer with 9+ years of experience designing enterprise SaaS, AI-powered experiences, and complex digital platforms across multiple industries. Skilled at translating emerging AI capabilities into intuitive experiences through research, prototyping, and usability testing, in close partnership with Product and Engineering. Daily AI practitioner, using Claude, ChatGPT, and Figma Make to accelerate discovery, exploration, and delivery.

EXPERIENCE

Swiss Medical · Huma Freelance

Product Strategy & Design Consultant Mar 2026 – Present

- Designing digital experiences for Swiss Medical, one of Argentina's leading private healthcare groups.
- Designed a tiered loyalty program for the merchants of a Mexican payments company, now launched: from the value framework to the in-app level-progress experience, prototyped end to end.
- Partnering with Huma, a product strategy consultancy, on discovery, product strategy, and design for client projects.

itti Hybrid

Senior Product Designer Feb 2025 – Mar 2026

- Led end-to-end design of Yuda, a two-sided home services marketplace connecting homeowners with service professionals, defining the product vision and taking it from concept to MVP.
- Built Yuda's design system from scratch, creating a scalable foundation that sped up design decisions and improved consistency across the product.
- Planned and conducted field research in Asunción, Paraguay, interviewing 6 service professionals and 6 homeowners; insights reshaped the onboarding and booking flows ahead of launch.
- Partnered with Product and Engineering to scope the MVP, prioritize features, and simplify the service request flow for both customers and professionals.
- Integrated AI tools across discovery, ideation, and prototyping to accelerate design exploration and stakeholder alignment.

Plei Remote · Contract

Senior Product Designer Jun 2024 – Jan 2025

- Redesigned core user journeys across Plei's sports marketplace platform to improve engagement, retention, and overall player experience.
- Facilitated a cross-functional gamification workshop grounded in behavioral design principles, surfacing 30+ opportunities to drive long-term engagement.
- Led discovery and usability research to design a new experience for sports facility managers, balancing operational needs with user and business goals.

McKesson / Ontada Remote · Contract

Senior Product Designer Dec 2023 – May 2024

- Designed enterprise SaaS workflows for oncology care teams, simplifying data-heavy reporting and insurance authorization processes used daily by clinical staff.
- Translated complex clinical requirements into intuitive experiences that helped healthcare professionals make faster, better-informed decisions.
- Moderated usability studies with clinical stakeholders to validate workflows before implementation.

Dialpad Remote

Senior Product Designer Feb 2023 – Oct 2023

- Led product design for Dialpad's iPad app, adapting mobile workflows to a larger form factor while keeping consistency across devices.
- Scaled mobile design system foundations by expanding reusable components and design tokens across the product ecosystem.

- Designed AI-powered call features (real-time transcript, call purpose, and AI summary) for desktop, iPad, and mobile, now used by 100K+ users.
- Defined human-AI interaction guidelines that were adopted across the product organization, helping other teams ship AI features with consistent patterns.
- Explored conversational patterns and interaction models for AI-driven features, focusing on usability, clarity, and adoption.

Kavak Hybrid
Senior Product Designer Nov 2021 – Feb 2023

- Led discovery for Kavak Capital's self-service experience, defining hypotheses and facilitating workshops that aligned Business, Product, UX, and Technology around customer needs.
- Moderated 16 customer interviews and usability tests in Mexico City, validating product decisions before development and reducing delivery risk.
- Designed a self-service post-sales section in response to 2,000+ monthly Contact Center calls about payments, improving access to payment information and reducing reliance on customer support.

ShiftMed Freelance
Lead Product Designer 2021

- Redesigned the mobile app of a US on-demand healthcare staffing platform, modernizing the UI and improving accessibility based on interviews and usability tests.
- Turned credentialing into a guided, step-by-step flow: 30% more healthcare workers completed their credentialing requirements after the redesign.
- Designed Instant Pay, giving caregivers same-day access to earned wages; testing showed a short wizard explained its rules better than a modal.

PedidosYa Hybrid
Senior Product Designer Oct 2020 – Oct 2021

- Designed an enterprise B2B platform that helped secure a USD 280K monthly commercial agreement, expanding PedidosYa's B2B offering.
- Designed payment and wallet experiences that supported the launch of new financial services within PedidosYa's ecosystem.
- Created a new Vendor Portal addressing key partner pain points, reducing support requests and increasing partner NPS.

iúnigo On-site
Senior Product Designer Jun 2019 – Oct 2020

- Pioneered the design of "Seguro de Caución" (rent insurance), a new product that established a new business division and attracted a new customer segment.
- Led discovery combining customer interviews, rapid prototyping, and A/B testing to improve acquisition and conversion across key user journeys.
- Conducted in-depth customer research and developed user personas that informed product and design decisions.

Accenture — Semi-Senior UX Designer Jul 2018 – Jun 2019

Globant — Semi-Senior UX/UI Designer Mar 2017 – Jul 2018

EDUCATION

Universidad de Buenos Aires Buenos Aires, Argentina
Degree in Graphic Design

Additional Training: UX Design and Full Stack Web Development (Digital House); JavaScript (EducaciónIT).

SKILLS & LANGUAGES

Expertise: AI Product Design, Conversational UX, AI-assisted Design, Product Strategy, Product Discovery, User Research, Usability Testing, Prototyping, Design Systems, UX Writing, Workshop Facilitation.

Design & AI Tools: Figma, Figma Make, Claude, Claude Code, ChatGPT, Microsoft Copilot, Cursor.

Product Tools: Jira, Notion, Miro, Amplitude, Braze, EnjoyHQ, Monday, Google Workspace.

Languages: Spanish (native), English (fluent, C2), Italian (intermediate, B2), German (basic, A1).