

# Ary Vincench

## Product Design Engineer

Design Systems · AI-Assisted Front-End · Product Strategy

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### PROFESSIONAL PROFILE

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Product Design Engineer with 9+ years building SaaS and multi-sided platforms from zero to production. I sit at the intersection of product strategy, interaction design, and front-end implementation — defining user journeys, owning design systems end-to-end, and closing the gap between Figma and code using AI-assisted workflows (Cursor, Claude, v0).

Strong in zero-to-one environments and fast-moving product teams where design and engineering need to move as one.

### WORK EXPERIENCE

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#### helloDojo — Product Design Engineer — Lead

2025 – Present · Madrid / Ibiza / Remote

- Own product definition and UX across a multi-surface ecosystem: Customer App, Driver App, Vendor Portal, and Fleet Manager Portal — covering rides, bookings, availability, payments, and cross-surface workflows.
- Built the Design System from zero: tokens (color, typography, spacing), reusable component library in Figma, usage documentation, and dev-ready handoff specs — solo, from scratch.
- Drive AI-assisted front-end implementation using Cursor and Claude to generate, review, and validate production UI, reducing design-to-code gaps and catching regressions early.
- Translate business vision into structured product decisions, user flows, edge cases, and interaction specs across all surfaces.
- Operate at the intersection of Product Management and Product Design in a lean startup team, coordinating directly with engineering and QA.

#### 110 Theory — Senior Product Designer

Mar 2023 – 2025 · Remote

- Led UX design for the Baptist Health mobile app (iOS & Android), driving improvements aligned with user activation, retention, and operational efficiency.
- Designed Smart TV interfaces deployed across hospital environments — optimizing for accessibility, remote interaction patterns, and information hierarchy at distance.
- Defined features in close collaboration with PMs and engineering, balancing user needs with business constraints and system logic.
- Produced high-fidelity prototypes and implementation-ready specs to ensure accurate execution and reduce back-and-forth during development.
- Worked with data and operations teams to connect UX decisions to measurable product outcomes and KPIs.

#### Alyssum Digital — Product Designer

Nov 2022 – May 2023 · Remote

- Designed end-to-end UX and UI for digital product clients in an agency context — covering user flows, wireframes, and high-fidelity interfaces.
- Delivered responsive web and mobile designs across multiple concurrent client projects with short iteration cycles.

#### G Estudios Multimedia — UI/UX & Branding Designer

May 2022 – Oct 2022 · Remote

- Executed UI/UX, brand identity, motion graphics, and web design projects for client accounts across multiple industries.
- Handled web design and implementation, producing production-ready assets and visual systems for client deliverables.

## Union of Journalists of Cuba — Branding & Motion Designer

Jan 2018 – Jan 2021 · Havana, Cuba

- Led brand identity and motion design across institutional communications, visual campaigns, and editorial projects.

### SKILLS

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**Design:** Product Design · Interaction Design · Information Architecture · User Flows · Wireframing · High-Fidelity Prototyping · Responsive & Mobile-First Design · Accessibility (WCAG)

**Design Systems:** Tokens (color, type, spacing) · Component Libraries · Design-to-Dev Handoff · Figma Dev Mode · Style Guides & Documentation

**AI Workflows:** Cursor · Claude (chat + artifacts) · AI-assisted UI generation · Prompt engineering for front-end · AI code review & validation

**Front-End (collaborative):** React / React Native · Next.js · TypeScript · Tailwind CSS · HTML + CSS · Expo · Webflow

**Product:** Product Strategy · User Journey Mapping · Cross-functional Collaboration · Agile / Scrum · Design-to-Dev Coordination

### TOOLS

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Figma · Framer · Cursor · Claude · Vercel · GitHub · Linear · Jira · Webflow

### EDUCATION

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**University of Havana, Cuba** — BA Visual Communication Design

Sept 2012 – Jul 2018

### LANGUAGES

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Spanish: Native · English: B2