

PABLO BENJAMIN PARMA

Senior Product Designer · Design Systems & AI

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience specializing in User Experience (UX) and design systems architecture across mobile and web. Building scalable component libraries in Figma aligned with React, Tailwind, and Shadcn — bridging design and engineering with precision. Currently working at the intersection of Artificial Intelligence (AI) and UX, using Claude and Gemini to prototype, research, and ship faster. Experienced in Agile squads alongside engineers, PMs, and business stakeholders, delivering measurable results through clean, systems-driven design.

SKILLS

Design Tools: Figma, FigJam, Adobe CC (Photoshop, Illustrator, XD, After Effects)

AI Tools: Claude, Gemini, Cursor — AI UX patterns, prompt-driven design

Front-end: HTML, CSS, React, Tailwind, Shadcn

Design Systems: Atomic Design, component libraries, Figma libraries, design tokens

Research & Testing: User research, wireframing, prototyping, usability testing, Maze, Hotjar

Methodologies: Agile, Scrum, Lean UX, Design Thinking

Other: XR / AR / VR, Meta SparkAR, cross-functional collaboration, accessibility advocacy

EXPERIENCE

Concord — Client: Sallybeauty.com

Mar 2025 – Present

Senior Product Designer

- Designed end-to-end experience for Sally Beauty and CosmoProf apps, serving millions of active users across iOS and Android.
- Architected and contributed 100+ components to the design system, enabling consistent implementation across engineering teams.
- Defined pixel-perfect user flows and layouts for key product areas, accelerating design-to-dev handoff.
- Leveraged Claude and Gemini to prototype AI-driven UX flows, reducing research validation cycles by 30%+.

Nimble.la

Jan 2023 – Jan 2025

Senior Product Designer

- Led design for DocSnap.ai, an AI-powered contract-insights tool; redesigned onboarding, reducing user-reported friction by 40%.
- Redesigned BridgeHaul's mobile app, streamlining logistics workflows and increasing user engagement by 30%.
- Architected a scalable Figma design system aligned with React, Tailwind, and Shadcn — cutting design-to-dev handoff time by 35% across 2 engineering teams.

Google C+E Studio via Blink

Oct 2021 – Dec 2022

Senior Product Designer

- Designed interactive AI-based creative tools — including Smart Stickers — used by millions of content creators across 5+ product lines.
- Partnered with AI engineers and product managers to translate complex ML capabilities into intuitive, on-brand user experiences.
- Delivered UX research and rapid prototypes under tight iteration cycles, maintaining 100% on-time delivery.

Yappa World Inc.

Apr 2020 – Aug 2021

Lead UI/UX Designer

- Conducted UX workshops, created personas and journey maps, improving feature direction and cross-team alignment.

- Built a modular design system for interactive audio/video widgets, deployed across thousands of c worldwide.

Fulcrum / Redstage

Jun 2019 – Apr 2020

Product Designer

- Defined design processes across healthcare, banking, and food services verticals.
- Designed UX for "Culinary Suite," boosting task completion rates and improving user satisfaction scores.
- Integrated Lean UX into Agile workflows, reducing design-to-dev cycle time by 20%.

EARLIER EXPERIENCE

- Led spatial UI/UX design for Mixed Reality (XR/AR) products on Magic Leap & Oculus — OZ Digital Consulting (Nov 2018 – May 2019).
- Designed dashboards and data visualizations for enterprise clients across high-scale platforms — BairesDev (Jun 2017 – Nov 2018).
- Delivered brand-compliant prototypes and marketing campaigns, improving conversion and engagement — Wrap Media (Jul 2016 – May 2017).
- Led design & development team, growing conversions 25% via SEO and responsive design — G2K Argentina S.A. (Mar 2013 – Mar 2016).

EDUCATION

Visual Communication · UNR – Universidad Nacional de Rosario · 2010 – present
Postgraduate in Visual Communication · Facultad de Planeamiento y Diseño · 2005 – 2007
Degree in Graphic Design · Escuela de Bellas Artes · 2002 – 2004

LANGUAGES

Spanish (Native) | English (Advanced)

KEYWORDS

Product Design · User Experience (UX) · UX Research · Design Systems · Figma · React · Tailwind · Shadcn · AI UX Patterns · Claude · Gemini · Prototyping · Wireframing · Usability Testing · Agile · Scrum · Lean UX · Accessibility · Mobile Design · Web Design · Interaction Design · Product Strategy · XR / AR · Extended Reality (XR)