

Pablo Parma

Senior Product Designer · Design Systems & AI

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience specializing in design systems architecture and AI-powered product experiences across mobile and web. I build scalable component libraries in Figma aligned with React, Tailwind, and Shadcn — bridging design and engineering with precision. Currently working at the intersection of AI and UX, using tools like 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.

CORE SKILLS

Design Systems · Figma · React · Tailwind CSS · Shadcn · HTML / CSS · AI UX Patterns · Claude · Gemini · Cursor · User Research · Prototyping · Wireframing · Information Architecture · Agile / Lean UX · XR / AR · Cross-functional Collaboration

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 user flows and pixel-perfect layouts for key product areas; building AI-powered prototypes to accelerate user testing.
- Using Claude and Gemini to prototype AI-driven UX flows, reducing research validation cycles significantly.

Nimble.la | Jan 2023 – Jan 2025

Senior Product Designer

- Led design for DocSnap.ai, an AI-powered contract-insights tool — redesigned onboarding flow, improving user task completion.
- Redesigned BridgeHaul's logistics mobile app, streamlining freight workflows and increasing user engagement by 30%.
- Architected a scalable Figma design system aligned with React, Tailwind, and Shadcn — adopted by 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 worldwide.
- Partnered with AI engineers and PMs to translate ML capabilities into intuitive, production-ready user experiences.

Yappa World Inc. | Apr 2020 – Aug 2021

Lead UI/UX Designer

- Facilitated UX workshops, created personas and journey maps, improving feature direction and cross-team alignment.
- Designed a modular design system for audio/video social widgets, deployed across thousands of communities.

Fulcrum / Redstage | Jun 2019 – Apr 2020

Product Designer

- Designed UX across healthcare, banking, and food-service verticals including the Culinary Suite restaurant management platform.

- Integrated Lean UX into Agile teams, reducing design-to-development handoff cycle time across product squads.

OZ Digital Consulting | Nov 2018 – May 2019

UI/UX Designer — XR / AR

- Led spatial UI design for mixed-reality products on Magic Leap and Oculus, aligning UX with hardware constraints.
- Conducted deep user research into immersive UX, aligning design decisions with technical feasibility.

BairesDev | Jun 2017 – Nov 2018

UI/UX Designer

- Designed dashboards and complex data visualizations for enterprise clients, improving decision-making workflows.
- Ensured design consistency and usability across multiple large-scale digital platforms.

G2K Argentina S.A. | Mar 2013 – Mar 2016

UI/UX Designer

- Managed branding, UI/UX, and web design for large B2C projects; grew conversions by 25% via SEO and responsive design.
- Created visual systems, custom photography, and iconography to unify product identity across platforms.

EDUCATION

Degree in Graphic Design — Escuela de Bellas Artes | 2002 – 2004

Postgraduate in Visual Communication — Facultad de Planeamiento y Diseño | 2005 – 2007

Visual Communication — UNR, Universidad Nacional de Rosario | 2010 – present

LANGUAGES

Spanish — Native · English — Advanced