

FACU PUIG

Senior Product Designer, AI-Native Product Design for Complex SaaS & Enterprise Systems

- Open to product design and consulting roles

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UX/UI · SAAS · AI PRODUCTS · COMPLEX SYSTEMS · DESIGN SYSTEMS

— PROFESSIONAL SUMMARY

AI-native Senior Product Designer with 16+ years leading complex SaaS, AI-assisted, and enterprise product design across regulated and high-stakes domains. Combines product strategy, systems thinking, information architecture, and scalable design systems with hands-on AI-assisted, design-to-code workflows to ship product direction that teams can actually execute against. Works directly with founders, product leaders, and engineering through discovery, rapid prototyping, and implementation refinement, turning ambiguous problems into interfaces users can trust. Open to senior and lead product design roles, and select consulting engagements.

— CORE EXPERTISE

Product Leadership: Product Strategy, Product Discovery, Cross-functional Leadership, Founder Collaboration, Stakeholder Management

UX/UI Product Design: SaaS & AI-Native Product Design, User Flows, Information Architecture, Product Architecture, Workflow Design

Systems & Interaction: Scalable Design Systems, Component Architecture, Interaction & Motion Design, Decision-Support Interfaces

Research & Prototyping: UX Research, JTBD, Journey Mapping, Usability Testing, Rapid Prototyping, AI-Assisted Product Development

Frontend & Developer Collaboration: Design-to-Code Workflows, Developer Handoff, Git/GitHub, comfortable working in React-based design systems and modern frontend architectures

— PROFESSIONAL EXPERIENCE

Founder & Lead Product Designer | Sierra Vista Studio

2024 - Present · Remote

Product design studio helping startups and growing companies design, validate, build, and launch AI-native digital products.

- Own end-to-end product strategy, UX/UI, information architecture, and implementation across SaaS, AI platforms, and enterprise systems for founder-led clients.
- Ship production-ready, multilingual product experiences using Astro.js, component-based design systems, and GitHub-based developer workflows.
- Built and apply AI-native, design-to-code workflows (Claude Code, Codex, Figma Make, Lovable, Cursor) across discovery, prototyping, and iteration, compressing time from concept to shippable product.
- Collaborate directly with engineering on implementation reviews, component architecture, and iterative refinement, keeping design decisions accountable to what actually ships.

Lead Product Designer | BE.ME AI

Nov 2025 - Dec 2025 · Remote, Dubai, UAE

Early-stage AI coaching product combining human support, AI-assisted interaction, and Trust & Safety constraints.

- Shaped onboarding, core flows, and human-AI interaction models for an early-stage product with real safety and trust constraints.
- Translated behavioral and safety principles into concrete UX decisions, interaction guardrails, and a usable AI-companion structure.
- Defined a scalable UI system and product foundation built for fast iteration and future growth.

Lead Product Designer | Predict.Law

Jan 2025 - Feb 2026 · Remote, Seattle, WA

AI-powered legal SaaS platform translating machine-learning and decision logic into usable proposal workflows.

- Owned product and UX strategy across onboarding, workflow configuration, comparison flows, and AI-assisted decision-making for a regulated legal-tech product.
- Structured complex legal and AI-driven workflows around clarity, trust, and confident user action, a critical requirement in a decision-support product.
- Partnered with product and engineering to align UX decisions with business goals, technical constraints, and scalable platform architecture.

Product & UX Consultant | CREA Foundation

Nov 2025 - Feb 2026 · Remote, Latin America

Regional public health advocacy platform supporting tobacco taxation and prevention campaigns across multiple countries.

- Translated policy, epidemiological data, and public-health messaging into an accessible narrative experience for a multi-country audience.
- Defined information architecture and storytelling structure to guide users from awareness to civic action.
- Combined AI-assisted design in Figma Make with hands-on interface design and end-to-end WordPress implementation, including performance and security hardening.

Lead Product Designer | Quagliardi Pro Audio

Jul 2024 - Feb 2026 · Remote

Global pro-audio product ecosystem spanning multilingual e-commerce, product comparison, and licensing.

- Restructured a technical e-commerce ecosystem for professional users evaluating equipment, stock, and licensing options.
- Defined modular product architecture for multilingual e-commerce and digital distribution across markets.
- Introduced clearer comparison, stock-visibility, and licensing flows that reduced decision friction for technical buyers.

Associate Design Director | IQVIA

Feb 2021 - Feb 2024 · Remote, Argentina

Enterprise clinical research platforms with fragmented modules, multiple stakeholders, and high-constraint product decisions.

- Directed UX and systems design across a multi-module enterprise product ecosystem for clinical research and healthcare stakeholders, leading design teams of 4 to 12 designers.
- Established shared design-system foundations and interaction patterns adopted across multiple product areas.
- Introduced accessibility-first practices that contributed to a 27% increase in product usage and more consistent product experiences.

UX Lead & Product Collaborator | Abelardo Cuffia

May 2019 - Sep 2022 · Remote

Precision agriculture platforms, an in-field system and its mobile companion, for a leading Latin American ecosystem transitioning an existing user base to a paid offering.

- Led discovery and field research, then set product direction and information architecture across a proprietary in-field platform and its mobile companion.
- Clarified core interaction patterns and simplified complex agricultural data for use in real field conditions, not office environments.
- Contributed to high adoption of the paid version, with usability identified as a key value driver for the existing user base.

— ADDITIONAL EXPERIENCE

UX Design Mentor · Acamica

Sep 2020 - May 2021 · Remote

Mentored designers on UX fundamentals, usability, and applied product thinking through real-world portfolio reviews.

Strategic Planning Director · Municipality of Mendiolaza

Dec 2019 - Dec 2020 · Argentina

Led digital transformation across citizen-facing public services, applying UX and product principles to improve clarity, adoption, and engagement by 23%.

UX Designer · School of Innovation

Jan 2019 - Oct 2019 · Argentina

Delivered B2B product prototypes through design sprints for Fortune 500 clients.

Independent Product & UX Consultant · Global

2011 - Present · Remote

Ongoing consulting practice supporting early-stage and growing companies across SaaS, content platforms, and digital ecosystems through product audits and UX strategy.

Account Service Delivery Manager · Hewlett Packard Enterprise

Feb 2009 - Apr 2011 · Argentina

Early-career enterprise foundation managing client relationships and service delivery in a complex operational environment.

— CERTIFICATIONS & TOOLS

26 professional certifications across Product, UX, Accessibility, and Agile methodologies.

[View full list on LinkedIn →](#)

DESIGN & PROTOTYPING

Figma, Sketch, Adobe Suite

AI-NATIVE PRODUCT WORKFLOW

Claude Code, Codex, Cursor, Figma Make, Lovable

SHIP & COLLABORATE

Git / GitHub, Astro.js, WordPress

EDUCATION

Master's in Multimedia Design | Sound Technician
La Metro, Córdoba, Argentina · 2004

LANGUAGES

Spanish (Native)
English (Professional Working Proficiency)