

Josefina Yost

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with a Product Manager's mindset: I take complex business problems and turn them into complete digital solutions, from idea to execution.

CORE COMPETENCIES

Product Development, Agile Methodology, Roadmapping, Competitive Analysis, Design Systems, Wireframing, User Research, User-Centred Design, Design Thinking, Usability Testing, Accessibility, Effective Communication, AI-Assisted Design & Prototyping

PROFESSIONAL EXPERIENCE

Product Designer & Product Manager – Nester

2024 – Present | Barcelona, Spain

- **Product Strategy:** Lead roadmap definition and feature prioritization (Impact vs. Effort) to align business goals with user needs.
- **End-to-End Design:** Responsible for the full product cycle, from discovery and wireframing to high-fidelity UI and Design System management in Figma.
- **Technical Handoff:** Translate functionalities into detailed technical specs and user stories in Notion, managing development execution via Linear.
- **AI-Enhanced Workflow:** Leverage AI tools (Claude, Claude Code, Google AI Studio, Lovable) to turn design explorations into interactive prototypes, accelerating validation of complex interactions beyond static Figma mockups.

Product Designer – Junoverse

2022 – 2024 | Zurich, Switzerland

- **Dual Role (PD/PM):** Sole designer responsible for conceptualizing and launching two SaaS platforms (B2B/B2C) for an AgeTech company serving employees, employers, and mentors.
- **User Research:** Transformed user insights into accessible, scalable experiences, collaborating cross-functionally from concept to launch.
- **Brand & Design System:** Led the brand evolution and design system used across all three platform experiences.

UX/UI Design Lead Teacher Associate – Ironhack Tech Bootcamps

2021 - 2021 | Barcelona, Spain

- Mentorship: Co-led a group of 22+ UX/UI design students, delivering lessons on UX Design and User-Centred Design.
- Project Oversight: Oversaw successful completion of UX/UI projects, facilitating design critiques and stakeholder communication.
- External Relations: Coordinated with external stakeholders for guest talks and jury events.

Project Manager & Architect – OJINAGA

2018 - 2021 | Barcelona, Spain

- Systems Thinking: Applied architectural planning to lead 12+ large-scale projects and urban mobility initiatives.
- Management: Managed complex budgets and timelines, a foundation now applied to digital product lifecycles.

Project Manager – Government of Buenos Aires

2016 - 2018 | Buenos Aires, Argentina

- Urban Mobility Planning: Led strategic planning and coordination of mobility and sustainable transit initiatives, including the city's paid parking system and the Metrobus Buenos Aires project.
- Budget & Operations: Managed budgetary definition, project monitoring, and internal structure scheduling.

EDUCATION

UX/UI Design, Product Designer

Ironhack Tech Bootcamps – 2021 - 2021 | Barcelona, Spain

User research and strategy, responsive application and web design, prototyping, user interface (UI) design, wireframing, project management, visual communication, information architecture.

Master in Urban Planning and Sustainability

UPC (Polytechnic University of Catalunya) – 2018 - 2019 | Barcelona, Spain

Architecture Bachelor's Degree

UBA (University of Buenos Aires) – 2010 - 2016 | Buenos Aires, Argentina

LANGUAGES

Spanish (Native), English (Full Professional Proficiency)