

SUMMARY

HEAD OF DESIGN · DESIGN SYSTEMS · DESIGNOPS · AI-AUGMENTED OPERATIONS

Head of Design with 8 years in product design, 4+ of them leading designers. I built the design function at Membrane, an institutional crypto platform, and now own the design system and design operations at GTI, the #1 US cannabis retailer, across mobile, e-commerce and in-store kiosks.

I'm hands-on. At Membrane, I led the team and built the system it ran on. At GTI, I build the system and AI tooling, with brand, accessibility and legal checks built in.

EXPERIENCE

GREEN THUMB INDUSTRIES (GTI) VIA ARIES SOLUTIONS

DESIGN SYSTEM & DESIGN OPERATIONS OWNER (contract title: Product Designer)

December 2025 - Present

GTI is the #1 cannabis retailer in the US: RISE dispensaries, 110+ locations in 14 states, nearly 1M users across native iOS and Android, e-commerce web and in-store kiosk.

Built the design system from nothing across mobile, e-commerce web and kiosk while the product kept shipping: 35+ documented components, WCAG 2.2 AA criteria and Figma governance

Cut component documentation from hours to minutes with AI tooling (Claude Code, Figma MCP), and set the system up so engineers and AI coding tools build straight from it

Built an AI design review that checks work before handoff for design-system fit, accessibility, UX writing, legal compliance and SEO. The team adopted it, product included. I presented the approach company-wide, and engineering leadership wants to roll it out across GTI

Lead the in-store kiosk redesign and design across the e-commerce site: homepage, search, product badges, and content structured for search engines and AI assistants

MEMBRANE LABS (VIA RATHER LABS, INC.)

HEAD OF DESIGN

October 2022 - December 2025

New York, United States (remote)

Membrane is an OTC protocol for institutional DeFi: cross-blockchain trading, lending, netting and settlement of crypto assets.

Built Membrane's first real design function. Led a team that grew from five to six designers, me included, owned hiring, and set up the contribution model, weekly cadence and governance so the team didn't depend on me. Ran monthly 1:1s with every designer and product owner, and tracked rework rate and time per phase to find where work actually got stuck

Cut the component library from 231 to 47 by going through every component with design and engineering. It stayed at 47

Owned design for the Loans product through four major versions. A client that had only been testing signed after the floating-rate release, and collateral visibility stopped coming up in client meetings

Rebuilt the core table, which 85% of the product ran through: about 40% lighter and about 30% less developer time. Standardized patterns cut design time on new features by about 25%

SUPERVIELLE SEGUROS (SUPERVIELLE GROUP)

PRODUCT DESIGNER, DESIGN SYSTEM

February 2021 - October 2022

Remote

Built the token system that let three brands (the bank, insurance and the IUDU digital wallet) run on one shared design system instead of three

Kept the architecture simple on purpose, so three teams launching at once built on it instead of around it. Ran design crits in the insurance team

CODERHOUSE

TEACHER / TUTOR

January 2021 - September 2021

Remote

Taught UX/UI design: mentored 20+ students, ran workshops on design systems, UX research and Figma, and gave 1:1 portfolio reviews

MACHER IT

PRODUCT DESIGNER

January 2020 - February 2021

Remote

Managed and mentored two junior designers. Designed web, mobile and smartwatch products, introduced component-based design and a shared UI library, and led branding work

BRUSCHETTI

UX UI DESIGNER & DEV.

March 2019 - January 2020

Remote

Designed and built responsive websites end to end, from concept to HTML, Sass and JavaScript

EDUCATION

Universidad de Buenos Aires, Industrial Design (Licenciatura), 2014 - 2020

CERTIFICATIONS & COURSES

Design Leadership at Scale: Operations, Into Design Systems Conference

Design System Bootcamp, Memorisely, 2022

DesignOps, Udemy

CORE SKILLS

Leadership: design leadership, people management, building and running design teams, hiring, 1:1s, critique, design strategy, cross-functional collaboration and stakeholder alignment with product and engineering

Design operations and systems: DesignOps, operating models, design-to-dev handoff, governance, design metrics, design tokens, multi-brand theming, Figma libraries and variables

AI in design: generative AI in the design pipeline, AI workflows, prompt design, AI design reviews with brand, accessibility and legal governance, Claude Code, Figma MCP

Product: e-commerce, fintech and crypto, native mobile (React Native), responsive web, kiosk, UX research, usability testing

Standards and code: WCAG 2.2 AA, APCA, SEO and structured content, React, Next.js, HTML/CSS