

# IRU AROSTEGUI.

HEAD OF DESIGN · DESIGN SYSTEMS · DESIGN OPS

@iru.arostegui@gmail.com · [/in linkedin.com/in/iruarostegui](#) · [↑ iru.ar](#)

## SUMMARY

7+ years building design systems and teams in fintech, DeFi, and large-scale consumer products. At Membrane, I led product design for an institutional DeFi protocol from zero: design system, governance, and a custom React system replacing MUI. At GTI, I automated design operations with AI tooling that cut documentation time from hours to minutes. I sit close to engineering by choice, treat complexity as the design problem, and build systems that hold up under scale.

## CORE SKILLS

### DESIGN SYSTEMS

Token Architecture · Component Governance · Figma · Multi-platform Systems (React Native, Next.js) · Accessibility (WCAG 3.0 / APCA)

### LEADERSHIP

Cross-functional Alignment · Team Building · Hiring · Mentorship · Stakeholder Communication

**TECHNICAL** React Native · Next.js · HTML / CSS / Sass · Git

### DESIGN OPS

Workflow Automation · AI-Augmented Operations · Claude Code · Figma MCP · Process Design · Documentation Systems

### PRODUCT DESIGN

UX Research · Usability Testing · Prototyping · Information Architecture

## EXPERIENCE

### GREEN THUMB INDUSTRIES · ARIES SOLUTIONS

Dec 2025 – Present

*Product Designer · Design Systems & AI-Augmented DesignOps · #1 US cannabis retailer · 110+ locations · 935K+ users*

Architected a token-first design system across 3 platforms (React Native/Expo, Next.js, kiosk), establishing a single source of truth for color, typography, spacing, and accessibility tokens

Established Figma library governance: file structure, team library organization, documentation standards, and changelog practices adopted as the design team's operating baseline

Authored production-ready component specs benchmarked against Material Design 3, Shopify Polaris, and IBM Carbon; each including variant matrices, anatomy breakdowns, state definitions, and accessibility requirements; adopted as the documentation standard across all 3 platforms

Built an AI-powered component documentation pipeline (Claude Code + Figma MCP) that reduced spec generation time from hours to minutes, auto-producing variant matrices, anatomy breakdowns, and accessibility docs directly from Figma

Built an intelligent document ingestion system that auto-classifies and structures PRDs, meeting notes, and research into a 150+ document searchable knowledge base with automated quality enforcement

Contributed product design across the full GTI portfolio: RISE native mobile app MVP, eCom web redesign, Dutchie platform migration, and AI-powered budtender; partnered with Product and Engineering on acceptance criteria, RBAC permissions, and technical constraints

## MEMBRANE LABS • RATHER LABS

Oct 2022 – Dec 2025

Head of Design • DeFi OTC Protocol • New York, US (remote)

Built Membrane's first Design System from zero, reducing the component library by ~80% (231 → 47 components) through a governance-driven consolidation while maintaining full product coverage

Led migration from MUI to a custom React-based system, improving long-term team ownership and design-to-dev workflow efficiency by ~30%

Standardized UI patterns and templates, cutting design time for new features by ~25%

Established DesignOps from scratch: token architecture, Figma governance, documentation standards, and contribution workflows that brought Design, Product, and Engineering into a shared operating model

Built Membrane's design team from the ground up: defined hiring criteria, onboarding frameworks, and mentorship programs that enabled consistent quality and contribution from the first hire

## SUPERVIELLE SEGUROS

Feb 2021 – Oct 2022

Product Designer • Design System • Fintech / Insurance • Remote

Expanded the Design System to 2 additional products, unifying UI/UX across platforms and eliminating cross-product inconsistencies and design debt

Implemented Design Tokens (color, typography, spacing) with full theming support, WCAG 3.0 and APCA accessibility compliance, enabling multi-theme product rollout

Developed documentation and governance standards; ran adoption workshops across design and engineering teams, accelerating component adoption and reducing handoff friction

Ran UX research and usability testing cycles; translated findings into UI pattern updates that improved design system adoption across product teams

## CODERHOUSE

Jan 2021 – Sep 2021

UX/UI Design Teacher • Remote

Mentored 20+ students through real-world projects; delivered workshops on Design Systems, Atomic Design, Figma, and UX Research

Developed curriculum, reusable learning resources, and 1:1 coaching sessions; multiple students secured design roles post-course

## MACHER IT

Jan 2020 – Feb 2021

Product Designer • Remote

Introduced component-based design methodology using Figma and HTML/CSS; designed and prototyped experiences across web, mobile, and smartwatch platforms

Managed a small design team; owned branding, digital marketing strategy, and investor pitch materials

### ADDITIONAL EXPERIENCE

Bruschetti • UX/UI Designer & Dev (2019–2020) • HTML, CSS (Sass), JavaScript, responsive design

• Freelance Designer (2018–2019) • UI, branding, digital assets across startups and agencies

## EDUCATION & CERTIFICATIONS

### Industrial Design, Licenciatura

2014 – 2020

Universidad de Buenos Aires, Argentina

Design System Bootcamp • Memorisely (2022) • Design Leadership at Scale: Operations • Into Design Systems Conference • Advanced UX UI Design • Coderhouse (2021) • Web Development • Coderhouse (2021) • DesignOps • Udemy