Mercedes Scenna

PRODUCT DESIGN LEADER

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Product design leader with 10+ years of experience in complex B2B SaaS and 5+ years building and leading design teams. I grow designers, raise the craft bar and partner with Product and Engineering to turn technically complex systems into coherent, scalable customer experiences.

2013 – 2021

Craft & Practice

Hands-on UX/UI across web, mobile and multi-brand product suites in agile teams.

2021 – 2025

Design Leadership

Built and scaled a product design practice from the ground up, hiring, coaching and developing a multidisciplinary design team.

2025 – 2026

AI-Era Design

Led strategic AI-driven B2B initiatives while staying close to product craft, systems and customer outcomes.

CORE EXPERTISE

DESIGN LEADERSHIP
Team Management · Hiring · Coaching & Mentoring
1:1s & Feedback · Performance Management · Career Development

PRODUCT & CRAFT
Product Strategy & Definition · Complex Workflows · Design Systems
Information Architecture · User Research · Product Analytics · Figma

AI & TECHNICAL
AI Product Design · Developer Tools · B2B SaaS
DevOps · Cross-functional Leadership

EXPERIENCE

Copado

May 2019 – Aug 2026

DevOps platform for developer workflows, built for Salesforce and later expanded to Angular-based stacks.

Principal Product Designer

Oct 2025 – Aug 2026 · Madrid, Spain (Remote)

- Led **end-to-end design for strategic technical and AI initiatives**, from product definition through interaction design and delivery, partnering closely with Product and Engineering
- Led **Agentia Advanced**, unifying three products into a single AI-driven offering; surpassed **$1M in revenue within its first quarter** post-launch
- Refreshed the **AI Platform's** visual and interaction language, lifting product **NPS from 61 to 80**
- Built **Org Discovery**, an AI scanner that helps customers assess DevOps maturity in a few clicks
- Partnered with Support, Sales and Implementation to resolve systemic customer issues, shipping an AI-powered support experience with **95% resolution accuracy**

Copado, continued

Director of Product Design

Mar 2023 – Sep 2025 · Madrid, Spain (Remote)

Earlier at Copado (May 2019 – Mar 2023): Product Designer, UX Manager, Senior Manager UX

- Built Copado's product design practice from scratch and led a multidisciplinary team of **5 direct reports** across seniority levels, turning company and business priorities into meaningful executions
- Hired, coached and developed designers across seniority levels through 1:1s, follow-ups, career development and performance reviews, building the feedback loops that raise design quality
- Directed the company-wide **Nitro / Journey to Value** initiative across six product experiences, reducing customer Time to Value from **~180 to ~18 days**
- Led the creation of a **multi-platform design system** spanning Salesforce Lightning and Angular products, establishing shared patterns and improving design-to-development efficiency
- Partnered with Product and AI leadership to shape Copado's early AI strategy, laying the groundwork for the AI Platform and Agentia product lines

Bravent Lead UX/UI Designer

Sep 2018 – Apr 2019 · Madrid, Spain

Led UX/UI design strategy across Legal, Commercial, Supply Chain and Sports engagements. Owned feature planning, research, wireframing, prototyping and usability testing for responsive web and mobile products, driving stakeholder alignment through iterative reviews.

Bloopark Senior UX/UI Designer

Sep 2013 – Aug 2018 · Magdeburg, Germany

Owned end-to-end design for web and mobile products, from concept to delivery, across online shops, intranets and portals. Contributed to feature definition, research, prototyping, testing and documentation within cross-functional Agile teams.

EDUCATION

Graphic Design · Universidad de Buenos Aires, 2008–2013

UX Foundations · EDIT Academy, 2018

LANGUAGES

Spanish (Native)

English (Fluent)

German (Professional)