

# Mercedes Scenna

PRODUCT DESIGN LEADER

Madrid, Spain  
+34 655 834 111  
mercedes.scenna@gmail.com  
linkedin.com/in/mercedesscenna

Product design leader with 10+ years of experience building complex B2B and technical products. I lead teams and stay hands-on, turning technically dense systems into clear, scalable experiences.

|                                                                                                                                       |                                                                                                                                      |                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>2013 – 2019</b><br><b>Craft &amp; Practice</b><br>Hands-on UX/UI across web, mobile and multi-brand product suites in agile teams. | <b>2019 – 2025</b><br><b>Design Leadership</b><br>Built and scaled a multi-product UX practice and design system from the ground up. | <b>2025 – 2026</b><br><b>AI-Era Design</b><br>Hands-on execution, shipping AI-driven B2B products from zero to scale. |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|

## CORE EXPERTISE

|                  |                                                                                                                       |
|------------------|-----------------------------------------------------------------------------------------------------------------------|
| PRODUCT & UX     | Product Strategy & Definition • 0→1 Product Design • Design Systems • Information Architecture • JTBD • User Journeys |
| AI & LEADERSHIP  | AI / ML Product Design • Design Team Management • Hiring & Mentoring • Stakeholder Management • Roadmapping           |
| RESEARCH & TOOLS | User Research • Usability Testing • NPS & Adoption Analytics • Figma • Dovetail • Claude                              |

## EXPERIENCE

### Copado

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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Principal Product Designer</b><br><ul style="list-style-type: none"><li>Led <b>Agentia Advanced</b>, unifying three products into a single AI-driven offering; surpassed <b>\$1M in revenue within its first quarter</b> post-launch</li><li>Refreshed the <b>AI Platform's</b> visual and interaction language, lifting product <b>NPS from 61 to 80</b></li><li>Built <b>Org Discovery</b>, an AI-powered scanner that helps customers assess their DevOps maturity in a few clicks</li><li>Partnered with Support, Sales and Implementation to resolve systemic customer issues, shipping an AI-powered support experience with <b>95% resolution accuracy</b></li></ul>                                                                                                                                                                                                      | Oct 2025 – Aug 2026 • Madrid, Spain (Remote) |
| <b>Director of Product Design</b><br><ul style="list-style-type: none"><li>Built and scaled Copado's UX practice from the ground up into a multi-designer team, hiring and mentoring across a multi-product DevOps platform</li><li>Led the creation of a <b>multi-platform design system</b> spanning Salesforce Lightning and Angular-based products, improving consistency and design-to-dev efficiency</li><li>Directed the company-wide <b>Nitro / Journey to Value</b> initiative, cutting customer Time to Value from <b>~180 to ~18 days</b> by unifying six product experiences into one guided path</li><li>Reimagined onboarding with behavior-based analytics, significantly increasing activation</li><li>Partnered with AI and product leadership to shape Copado's early AI direction, laying the groundwork for the AI Platform and Agentia product lines</li></ul> | May 2019 – Sep 2025 • Madrid, Spain (Remote) |

|                                                                                                                                                                                                                                                                            |                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Bravent</b> 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. |                                     |

|                                                                                                                                                                                                                                                     |                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>Bloopark</b> 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. |                                          |

|                                                         |                       |
|---------------------------------------------------------|-----------------------|
| <b>EDUCATION</b>                                        | <b>LANGUAGES</b>      |
| Graphic Design • Universidad de Buenos Aires, 2008–2013 | Spanish (Native)      |
| UX Foundations • EDIT Academy, 2018                     | English (Fluent)      |
|                                                         | German (Professional) |