

Leonardo Arrata Donadel

Product & Service Design Strategist

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Profile

Innovative and strategic Lead Product Designer with over 20 years of experience shaping exceptional product experiences across diverse industries. A visionary leader deeply passionate about design in all its forms, with a holistic approach that combines aesthetics, functionality, and user empathy. Adept at synthesizing customer insights, business needs, and cutting-edge technologies to craft transformative solutions. Renowned for driving iterative design processes, fostering cross-functional collaboration, and embedding human-centered methodologies into every aspect of product development. Committed to mentoring teams, championing design excellence, and translating complex challenges into intuitive, impactful experiences that drive business growth and customer satisfaction.

Work Experience

2024 - 2024 - Lead Product Designer - Growth Credit Card

Banco Pichincha - Sofka Contractor

Quito - Ecuador (hybrid)

Responsibilities:

- Conducted user and market research to develop new value propositions, features and seamless experiences for growth of the credit card product.
- Collaborated directly with the Experience Center of Excellence (CoE) to enhance team and organizational structures and metrics within the company.

Accomplishments:

- Established a comprehensive roadmap and framework for credit card growth strategies, supporting organizational goals.
- Improved collaboration and efficiency within the team by integrating refined operational design metrics within the organization.

Technologies Used:

Jira, Miro, Figma, Maze, Python, Google Looker Studio, G-Suite

Methodologies, Frameworks and Techniques:

Jobs to be Done, Design Thinking, Atomic Research, Card Sorting, Surveys, Data Analysis, Agile, Scrum

2023 - 2024

Head of Product

Kamina

Quito, Ecuador (hybrid)

Responsibilities:

- Applied Human-Centered AI strategy, behavioral design, wireframing and prototyping, gamification strategy, and financial well-being scoring to create an engaging and seamless user experience.
- Developed and implemented business models, pricing strategies, and go-to-market plans tailored to the financial ecosystem.
- Directed the design and development of a financial education platform, transforming it from vision to execution.

Accomplishments:

- Enhanced financial literacy by designing an engaging learning platform to improve users' financial lives.
- Boosted client engagement by 30% through strategic business modeling and pricing initiatives.
- Delivered a fully operational financial education MVP that increased early adopters and user engagement for improved financial literacy outcomes.

Technologies Used:

Jira, Miro, Figma, Maze, Python, Google Looker, Google Analytics, AWS, AWS Lex, Mistral, Adobe Creative Cloud, WordPress, Flutter, G-Suite

Methodologies and Frameworks:

Market Research, Design Research, Service Design, Jobs to be Done, Lean Inception, Design Thinking, Agile, Octalysis Gamification,

2023

CX, Product and Design Principal

New Business Sales Support - Thoughtworks

United States (Remote)

Responsibilities

- Developed and maintained client relationships, driving the creation of strategic solution proposals that secured over \$30 million in sales pursuits.
- Conducted thorough research to shape innovative and data-driven strategies,

enabling informed decision-making and unique client solutions.

- Led geographically dispersed teams, fostering collaboration, clear communication, and consistently high-performance outcomes.
- Built successful partnerships with Google Cloud, AWS, and Stripe, optimizing resource utilization and enhancing the quality of strategic proposals.

Accomplishments:

- Streamlined team collaboration across multiple time zones, reducing project delivery time by 15%.
- Strengthened Thoughtworks' market presence through impactful client engagements and high-value partnerships.

Technologies used:

Mural, Figma, Python, Salesforce CRM, SQL, Sales Margin Calculator, G-Suite

2022 - 2023

Lead Product Manager

Thoughtworks - Aceros Guatemala
Guatemala, Guatemala (Remote)

Responsibilities:

- Led the development of a B2B platform, enabling clients to shop and track orders, while creating prototypes, wireframes, roadmaps, and defining KPIs and OKRs. Successfully integrated the platform with SAP.
- Designed the business model for a B2C marketplace, conducting comprehensive market, user, and technology research. Developed visual designs, prototypes, and project roadmaps.
- Coached teams in product thinking and managed organizational transformation within the Digital Transformation Office, fostering innovation and adaptability.

Achievements:

- Delivered a B2B platform that increased order tracking efficiency by 30% and enhanced client satisfaction.
- Accelerated the launch of the B2C marketplace by 20% through effective project roadmapping and streamlined workflows.
- Achieved a 25% improvement in cross-departmental collaboration by driving change management initiatives in the Digital Transformation Office.

Technologies used:

Jira, Mural, Figma, Maze, Python, Google Looker, Google Analytics, SQL, Adobe Creative Cloud, G-Suite.

2021 - 2022

Lead Product Manager

Thoughtworks - Workrise

Austin-Texas, USA, (Remote)

Responsibilities:

- Assessed product and engineering needs to identify areas for future remediation and optimization.
- Led as the Product Manager in the invoicing domain, successfully integrating processes with Netsuite.
- Defined KPIs, OKRs, MoS, product use cases, process mapping, and user experience strategies, aligning them with strategic roadmapping goals.
- Automated 60% of invoicing workflows, improving efficiency and reducing manual errors.
- Coached teams in product management and development while conducting in-depth business and user research to guide product decisions.

Accomplishments:

- Achieved a 30% reduction in invoice processing times by driving automation and streamlining workflows.
- Delivered a robust integration with Netsuite, enhancing financial operations and reporting accuracy.
- Improved team productivity and alignment through targeted coaching and the implementation of clear OKRs and KPIs.

Technologies used:

Jira, Mural, Figma, Python, Google Looker, G-Suite, SQL.

2019 - 2021

Senior Product Designer

Banco Pichincha

Quito, Ecuador (On-Site)

Responsibilities:

- Conducted comprehensive business, market, and user research to inform strategic solutioning, CX strategy, change management, and communication plans for the digitalization of sales processes and products into Salesforce Retail CRM.
- Managed a sales team of 15, driving adoption and effective use of the Salesforce tool.
- Designed wireframes and prototypes using the Salesforce Design System, progressing to low- and high-resolution mockups.

- Performed usability testing to validate designs and improve user experience.
- Led research operations, operationalizing research practices across the organization to improve product outcomes.
- Defined the MVP strategy and created strategic roadmaps for the Enterprise CRM project.

Accomplishments:

- Achieved a 95% adoption rate and 80% user engagement for the Salesforce CRM tool.
- Enhanced team efficiency and product usability through user-centric design and rigorous usability testing.
- Established research as a core operational process, significantly improving decision-making and product innovation.

Technologies used: Jira, Mural, Sketch, Invision, Google Visual Studio, G-Suite, SQL, Adobe Creative Cloud, Zeplin, Mase, Lookback, Optimal workshop, HTML, CSS, Javascript, Salesforce.

2018 - 2019

Senior Product Designer

Thoughtworks - NYU Langone Giving
New York, USA (Remote)

Responsibilities:

- Conducted comprehensive business and design research to inform UX strategy, product discovery, and development definition.
- Designed user interfaces, creating wireframes, prototypes, and both low- and high-resolution mockups for web applications.
- Mapped user experiences, identifying and managing UX debt to improve product usability and overall experience.

Technologies used: Jira, Mural, Sketch, Invision, Google Visual Studio, G-Suite, SQL, Adobe Creative Cloud, Zeplin, Mase, Lookback, Optimal workshop, HTML, CSS, Javascript, Adobe Analytics.

2015 - 2017

Senior Product Designer & Founder

Pata de Gallo
Quito, Ecuador (On-Site)

Responsibilities

- Designed business models tailored to client needs while managing and maintaining strong client relationships.

- Led operations at a digital fabrication lab, overseeing advanced manufacturing processes and ensuring high-quality outputs.
- Conducted comprehensive market, user, technology, and ergonomic research to inform product development.
- Designed, prototyped, and produced innovative physical and digital products, bridging creative and technical expertise.
- Provided expert guidance in digital fabrication technologies, including 3D printing and laser cutting.

Accomplishments:

- Delivered over 20 custom product solutions, integrating cutting-edge fabrication techniques with client requirements.
- Enhanced operational efficiency and innovation within the digital fabrication lab, enabling a 25% increase in project throughput.
- Established a reputation for excellence in digital fabrication, driving client satisfaction and repeat business.

Technologies used: 3D printing, Laser Cutters, Adobe Creative Cloud, Adobe, Rhino, HTML, CSS, Javascript, WordPress, Google Analytics, Fusion 360, Grasshopper 3D.

2015 - 2017 **Senior Product Designer & Scrum Master**
 Plataforma Bluee
 Quito, Ecuador (On-Site)

Responsibilities

- Designed business models and conducted extensive market, user, and technology research to inform product strategy.
- Developed product vision, strategic roadmaps, and actionable plans to achieve business objectives.
- Created high-fidelity and functional prototypes to support product development and stakeholder alignment.
- Practiced servant leadership as a Scrum Master, facilitating team collaboration, coaching team members, and ensuring agile practices were effectively implemented.
- Managed dependencies, prioritized backlogs, and promoted seamless collaboration across the team, while monitoring and reporting progress.

Accomplishments:

- Delivered a fully functional platform prototype, accelerating product development timelines by 20%.
- Improved team productivity by 30% through effective backlog management

and agile coaching.

- Strengthened cross-functional collaboration, resulting in smoother workflows and enhanced project outcomes.

Technologies used: Jira, Google Visual Studio, Google Analytics, G-Suite, Adobe Creative Cloud, HTML, CSS, Javascript.

Education

2022 - Present Psychology bachelor's degree (candidate)
Universidad Técnica Particular de Loja, Quito, Ecuador

2014 Fab Academy, Application and Implication in Digital Fabrication Diploma
MIT - Instituto de Arquitectura Avanzada de Cataluña, Barcelona, Spain

1996 - 2001 Bachelor's Degree in Multimedia Communication
Universidad San Francisco de Quito, Quito, Ecuador

Certifications

2024 - 2025 Google Data Analyst certification (candidate)
Google, USA, (Remote)

2024 - 2025 Data Scientist certification (candidate)
Datacamp, USA, (Remote)

2023 - 2024 Certifications: Product Strategy, Growth Series, Retention & Engagement, Generative AI Products: How to Get from Idea to MVP
Reforge, USA, (Remote)

2022 Optimal Product Manager
280 Group, USA, (Remote)

2022 Explorer Lean Change Agent Certificate
Lean Change Management Association, Quito, Ecuador (Remote)

2021 Insight for innovation certification
IDEO, USA, (Remote)

Skills

- Strategic Thinking
- Business Design
- Service Design
- Product Design
- Problem-Solving
- MVP Definition and Execution
- Roadmapping
- Prioritization
- Business and Operation Modelling
- Pricing and Monetization Strategies
- Growth, Retention, and Engagement Strategies
- Product-Led Growth
- Agile Product Development
- Scrum, Kanban Methodologies
- Leadership Abilities
- Mentoring & Coaching
- Cross-Functional Collaboration
- Communication Proficiency
- Adaptability and Learning Agility
- Data Analysis & Analytics
- Market Research
- UX Research
- User-Centered and Behavioral Design
- UX/UI Design and Research
- Design Thinking
- Wireframing
- Visual Design
- Interactive Design and Prototyping
- Accessibility
- Jobs to be Done
- Journey Mapping
- Service Blueprint
- Information Architecture
- Octalysis Gamification Framework
- Conversational AI MVP Design
- Quantitative, Qualitative, and Mixed Method Research

Tools and Technologies

- Figma
- Maze
- Typeform
- Lookback
- Optimal Workshop
- G-Suite
- Google Big Query
- Google Looker
- Google Analytics
- Slack
- Adobe Creative Cloud
- Python
- SQL
- Power BI
- Javascript
- HTML
- CSS
- PHP