Sebastián Piai.

Expert Product Designer · UX/UI · Design systems · AI-assisted design

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SUMMARY

Product designer with **20+ years in software**, leading end-to-end design from problem framing to delivery. I turn complex, ambiguous problems into simple, scalable experiences, most recently owning the quoting experience of a global, Nasdaq-listed freight marketplace.

My foundation is research: four years as UX researcher at **Intel** and **McAfee** shaped how I decide, with evidence, not opinion. Today I combine that with hands-on craft, design systems and **AI-built prototypes** to move teams from ambiguity to shipped product faster.

CORE COMPETENCIES

End-to-end product design

From discovery and problem framing to production-ready specs and delivery.

Research-led decisions

Usability testing, interviews and evidence to guide product choices.

Design systems

Reusable patterns and consistency across products and platforms.

Complexity made simple

Dense data, multi-step workflows and edge cases turned into clear, scalable experiences.

AI-assisted design

Working prototypes built in code with Claude Design to validate before development.

Cross-functional leadership

Stakeholder alignment, workshops, critique and mentoring.

EXPERIENCE

WebCargo by Freightos · Barcelona · Jan 2018 – Present

Global digital freight marketplace (Nasdaq: CRGO) connecting airlines, carriers and thousands of forwarders.

Expert Product Designer Feb 2025 – Present

- Own end-to-end design of the Ocean Quote Builder, from discovery and flows to production-ready specs, working daily with Product, Engineering and Data.
- Designed bulk multi-select actions (delete, group, move) in the Quote Builder, turning a 90-click enterprise workflow into a single action.
- Co-designed the client-facing quote PDF and its live-preview settings after client feedback sessions and design workshops, cutting quotes from 4+ pages to 2.
- Designed Allotments, a new airline-capacity module, end to end in working code with Claude Design: 10 connected screens to a frozen V1 in 2.5 weeks, now the team's build reference. Currently designing an AI quoting app for iOS and Android the same way.

- Contribute components and patterns to the company design system; mentor a mid-level designer through critique, pairing and shared ownership.
- Lead alignment with enterprise client stakeholders and internal leadership on scope, trade-offs and roadmap.

Senior Product Designer `Jan 2022 – Feb 2025`

- Led design for air and ocean freight workflows end to end, from problem framing to interface and delivery.
- Defined flows and reusable patterns that modernised legacy logistics tools into a unified platform.

UX/UI Designer `Jan 2018 – Jan 2022`

- Designed core quoting, rate management and booking experiences for the air and ocean freight industry.

McAfee · `Argentina · Jan 2015 – Jul 2017`

User Researcher

- Planned and ran research across the product lifecycle (usability studies, interviews, heuristic evaluations) and turned findings into design and product decisions.

Intel Corporation · `Argentina · Nov 2010 – Jan 2015`

UX/UI Designer & User Researcher `2013 – 2015`

- Ran the full research cycle (recruiting, interviews, usability testing, surveys, experiments) and fed it into prototypes and interaction design.

UX/UI Designer `2010 – 2012`

- Designed web and mobile interfaces, responsive layouts and interaction details with front-end engineering.

Earlier · `2004 – 2010`

Visual designer and front-end developer (Oneclick, Kudos Estudio): websites, branding, digital content and HTML/CSS.

TOOLS

Figma, FigJam, Claude Design, V0, AI/LLM-assisted design workflows, HTML/CSS

EDUCATION

Multimedia Design · La Metro, Argentina · 2004 – 2007

Languages · Spanish (native), English (fluent), French (basic)