

Lucas Fernández Abeijón

Product Designer, B2B & Complex Tools

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PROFILE

Product Designer with 4 years designing complex B2B tools end to end, from user research to shipped UI. I turn research into product and scope decisions that engineering can build, and back my proposals with functional React prototypes. A background in industrial design adds rigor around real constraints, prototyping and technical users.

SKILLS

Methods: User research and interviews · Usability testing · A/B and unmoderated testing · Journey mapping · Requirements definition · Interaction and UI design · Design systems · Prototyping

Tools: Figma · FigJam · Maze · Amplitude · PostHog · Smartlook · Jira · Notion · Photoshop · Illustrator

Prototyping: React, HTML, CSS and JavaScript with AI-assisted development (Claude Code) · Git and GitHub

EXPERIENCE

Product Designer, Webake (design consultancy)

Jun 2022 – Present

TechShare, Subaru of America

- Lead product designer on TechShare, Subaru of America's unified platform for service technicians with 200K+ users. Designed and shipped core modules end to end: VIN Session, STIS search, CVT diagnostics, SSM5 integration with CAN bus diagrams, BMIS, campaigns, repair orders and Techline cases.
- Mapped the technicians' full repair journey and pinpointed the biggest friction point: finding documentation right after the diagnostic scan. Validated the VIN Session concept with 31 technicians before designing (74% positive; many reported that 80-90% of their searches start from the VIN).
- Settled the entry-point placement with a counterbalanced A/B test across 35 technicians instead of internal opinion. Heatmaps showed errors came from search habits, not visibility, which reshaped the final solution.
- Translated findings into scope and backend requirements, such as search by diagnostic trouble codes, and built functional React prototypes to support proposals and developer handoff.

SalesQL (B2B SaaS)

- Sole product designer for a lead-enrichment SaaS with thousands of paying subscribers: Chrome extension, dashboard, onboarding, pricing, Teams, API integrations and a new collapsible navigation.
- Led 11 user interviews across 3 roles and 3 regions, revealing that users left the product to act on their data. Findings shaped three shipped paid features: public API, Prospector and Campaigns.
- Analysed subscription data and identified free-to-paid conversion (down 26%), not churn, as the main growth problem. Proposed restructuring free-plan limits and sequencing pricing changes with A/B tests.

Industrial Designer, Torky Mobility

Apr 2021 – Aug 2022

- Redesigned a cargo tricycle frame for manufacturability, cutting the process from 4 operations to 3 and removing a supplier dependency. Produced production CAD, structural analysis and BOMs.

Industrial Designer, Freelance

2020 – Present

- Physical products from concept to functional prototype for Piro Outdoor Ovens and STG Tracker Bikes, including STG Performance, an accessory sub-brand with its own packaging and visual identity.

EDUCATION

Industrial Design, Universidad de Buenos Aires (FADU)

Certifications: Data-Driven Design: Quantitative Research for UX (IxDF) · Product Design, ROI and business thinking (Sol Mesz) · Advanced UX/UI Design (Coderhouse)

LANGUAGES

Spanish: native · English: professional working proficiency · Italian: basic