

Vanina Pappacena | (+353)838610430 | Dublin | Open to Remote / Hybrid / Contract

B2B vani.pappacena@gmail.com | [LinkedIn](#), <https://vaninapappacena.com/>

Senior UX Designer | Design Systems | Service Design | Experience Strategy

Professional Summary

Senior UX/UI and service design professional with 8+ years of experience improving digital products and services in complex environments. Strong background in design systems, accessibility, service quality, stakeholder alignment, and cross-functional collaboration. Experienced in standardizing user experiences at scale, shaping more consistent and accessible digital services, and helping teams translate user and business needs into clearer delivery outcomes.

Core Competencies

UX Research
UX Design
Design Systems
Service Design
Experience Strategy
Accessibility
DesignOps
Figma
Component Libraries
Design Governance
Interaction Design
Cross-functional Collaboration
Stakeholder Management
Workflow Optimization
Usability
Digital Transformation
Team Leadership

Work Experience

Strategic Design and Innovation Consultant |

Independent Consultant | Remote | Dec 2021 – Present

- Support organizations in improving digital workflows, collaboration models, and user-centered decision-making.
- Facilitate discovery sessions and workshops to align stakeholders around clearer product and service outcomes.
- Help teams define more scalable ways of working across strategy, design, and delivery.
- Bring systems thinking, accessibility awareness, and service design principles into transformation initiatives.

Operational Manager of UX and Design Systems Lead

Government of the City of Buenos Aires | Buenos Aires, Argentina | 2021 – 2023

- Architected and scaled the city's first centralized design system, standardizing UX/UI across 50+ digital touchpoints.

- Improved service consistency, accessibility, and collaboration across a large public digital ecosystem serving more than 3M citizens.
- Led a multidisciplinary team of 20+ designers and developers, strengthening shared standards, workflows, and delivery quality.
- Reduced delivery friction by approximately 40% through governance, reusable patterns, and process improvements.
- Embedded accessibility standards into digital services across critical citizen-facing journeys.

Submanager of Accessibility and Usability

Government of the City of Buenos Aires | Buenos Aires, Argentina | 2020 – 2021

- Led accessibility and usability initiatives for public-facing digital services.
- Promoted inclusive design and accessibility compliance across cross-functional teams.
- Improved service usability, clarity, and quality through accessibility and UX governance practices.

Selected Achievements

- Standardized UX across 50+ digital touchpoints.
- Helped improve digital services used by more than 3M citizens.
- Led and aligned 20+ designers and developers in complex delivery environments.
- Reduced delivery friction by approximately 40% through governance and workflow optimization.
- Built accessibility into digital product and service delivery as a core quality standard.

Education

Master's Degree in Interactive Design

University of Buenos Aires (UBA-FADU) | 2018 – 2020

Thesis: Design in Dialogue with Ethics | 2024

Bachelor's Degree in Graphic Design

University of Buenos Aires (UBA-FADU) | 2008 – 2016

Diploma in Web Usability and Accessibility

National Technological University (UTN) | 2017

Professional Development

OKRs Design Certified | Agile Quest

Management 3.0 | Agile Spin

Digital Ethnography as a Social Research Method | UTN

Languages

Spanish: Native

English: Professional Working Proficiency (B2+)