

CLAUDIA BISSET DELGADO

PRODUCT DESIGNER | Product Management mindset · Complex Products · Systems Thinking

León, Spain · Remote / hybrid · claudiabisdel@gmail.com · [LinkedIn](#) · [Portfolio](#)

PROFILE

Product Designer focused on complex digital products, especially B2B/B2G environments and systems with multiple actors, rules and workflows. I work from Discovery and functional definition through UX, information architecture, Design Systems and technical collaboration, connecting user, business and technology needs. I bring more than 8 years of experience in design and digital communication, including more than 4 years focused on digital products and service innovation.

EXPERIENCE

LEASBA Consulting · León, Spain

Design Thinking Service and Innovation Management

Product Design · Product Definition · UX · Service Innovation | May 2022 - Present

- I contribute to Discovery and product definition, turning fragmented requirements into scope, information architecture, flows, functional specifications and prototypes.
- I structure complex problems by mapping actors, rules, dependencies, information and operational constraints before designing interfaces.
- I design B2B/B2G experiences with multiple roles and states, including management dashboards, user onboarding, document management and operational workflows.
- I collaborate with business and development to assess user value, business needs and technical feasibility throughout definition, delivery and handoff.
- I define reusable components, patterns, tokens and interaction rules to improve consistency and scalability across Design Systems.
- I create functional documentation and handoff structures that reduce ambiguity between product decisions, design and implementation.

Agencia Ecommerce Soy Cubano / ARTEX · Havana, Cuba

Web design, digital content and communication

Jan 2018 - Feb 2022

- I designed and structured digital experiences for e-commerce and online communication, working across web design, information architecture and content.
- I translated commercial and communication requirements into clearer digital experiences, collaborating with content, business and digital production teams.

Ministry of Communications of Cuba · Cuba

Senior Information Systems Specialist

Mar 2015 - Jan 2018

- I worked with information systems, documentation and organisational processes in a complex institutional environment.
- I structured information and processes involving multiple actors, rules and dependencies, building a strong foundation in systems thinking and operational clarity.

INTEC · Havana, Cuba

Editorial Processes Specialist

Nov 2013 - Feb 2015

- I worked on information structure, editorial processes and documentation, developing a foundation in hierarchy, content systems and information organisation.

SELECTED PRODUCT PROJECTS

- **CRM Legal + Cybersecurity - B2B:** product architecture and UX connecting cybersecurity and legal/compliance services through onboarding, active services, deliverables, calendar, support and account states.
- **Más León / Entramos - Smart City / B2G:** definition of a multi-actor ecosystem for citizens, local businesses, events and municipal services, connecting the visible experience with internal operations.
- **GRADA - sports digital product:** concept, functional architecture and initial UX for a local multi-sport ecosystem; followed by a Design System supporting consistency and extensibility.

SKILLS

Product and design: Product Discovery · Product Definition · Systems Thinking · UX · Information Architecture · Complex Workflows · Prototyping · Design Systems · Product Documentation

Contexts: B2B / B2G Products · Smart City · LegalTech · Cybersecurity · E-commerce

Collaboration: Cross-functional Collaboration · Business + Development · Functional Specifications · Handoff

Applied AI: AI-assisted product design · support for research, exploration, documentation, prototyping and technical collaboration, while keeping human judgement in control

TOOLS

Design and product: Figma · FigJam · Notion · Linear

Technology: GitHub · Firebase

AI: Claude / Claude Code · ChatGPT · Gemini / Google AI Studio

EDUCATION

Master's Degree in Graphic Design: National University of Tucumán, Argentina · 2017 - 2019

Bachelor's Degree in Information Science: University of Havana, Cuba · 2008 - 2013

CERTIFICATIONS

- Product-Led Growth Micro-Certification - Product School
- Digital Product Design: From Research to Growth - Domestika
- Digital Product Management - University of Virginia - In progress

LANGUAGES

Spanish: Native

English: B2