

# Yolanda Cano

SENIOR DESIGN MANAGER | PRODUCT DESIGN LEADER



With 12+ years of industry experience, I value cultivating an open culture that encourages meaningful cross-functional connections and crafting a strategic approach that's thoughtful and supports impactful outcomes. And because technology will continue changing and evolving, creating seamless product experiences where adoption feels effortless is my main goal.

## Contact

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📍 Copenhagen, Denmark

## Skills

Design quality and expertise

User-centric approach

Data-driven process

Collaboration at all levels

Leadership and mentorship

Strategic thinking

Clear communication

Adaptability and resilience

Project management

Problem-solving

Continuous learning

## Experience

### DESIGN SYSTEMS LEAD | SENIOR DESIGN MANAGER

Trustpilot · Copenhagen, Denmark · March 2023 - Present

- Leading the strategic development of the design system, collaborating with product leaders and diverse stakeholders to align with overall business and tech objectives.
- Driving the team's roadmap, vision, and strategy, and evaluating impact through the implementation of quarterly OKRs, metrics, and scorecards to ensure progress and successful outcomes.
- Hiring, managing, and mentoring team members to maximize efficiency and productivity.
- Overseeing design practices and operations, and fostering a culture of continuous improvement.
- Contributing to building a user-centred design process that is data-driven, consistent, and conducive to high-quality outcomes.

### LEAD SENIOR PRODUCT DESIGNER

Trustpilot · Copenhagen, Denmark · July 2022 - Feb 2023

- Led the design and implementation of high-impact B2B strategic initiatives across teams & products.
- Implemented team rituals to improve design culture, engagement, and best UX practices.
- Mentored product designers to facilitate their learning and growth, and assisted in hiring efforts.
- Improved new hire onboarding experience through a buddy program, supporting smooth transitions.
- Collaborated with PMs, engineers, data scientists, researchers, stakeholders, and senior leadership.

### SENIOR PRODUCT DESIGNER

Trustpilot · Copenhagen, Denmark · April 2021 - June 2022

- Supported the overall B2C product strategy by identifying impactful opportunities.
- Validated design solutions via user research and data analysis, ensuring each feature release reinforced the product's value proposition and scaled the user experience.
- Collaborated in creating a product vision to promote product discovery and innovation.
- Led the transition of a design system from Sketch and Abstract to Figma, including team onboarding, training, ensuring tool adoption, and supporting best practices.

### PRODUCT DESIGNER

Momondo / KAYAK · Copenhagen, Denmark · Oct 2018 - March 2021

- Oversee the end-to-end design process of a new B2B product (KAYAK for business), breaking down delivery into incremental features, and working closely with cross-functional remote teams to coordinate development for web, mobile web, and native app designs.
- Defined personas, mapped multi-scenario user journeys based on UX research, conducted user testing, incorporated insights and stakeholder feedback and contributed to scaling the design system.

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## Training

### ACTIONABLE INSIGHTS & BUSINESS DATA

Project Management Institute (PMI),  
Jan 2024

### LEADERSHIP FUNDAMENTALS

Trustpilot training certification,  
Oct 2023

### HIRING MANAGER INTERVIEW SKILLS

Trustpilot training certification,  
Apr 2023

### LEADER AS A COACH

Circl@ Professional Training,  
Dec 2022

### CERTIFIED UX & USABILITY SPECIALIST

Experience Design Institute GmbH,  
Dec 2019

### PSYCHOLOGY OF DIGITAL BEHAVIOR

Behavioral Design Academy,  
Oct 2019

### BA (HONS) INTEGRAL DIGITAL DESIGN

Western Institute of Technology and Higher  
Education (ITESO) - Mexico,  
2003 - 2008

## (...) Experience

### PRODUCT DESIGNER

Cartrawler · Dublin, Ireland · May 2017 - Sep 2018

- Designed fully interactive multi-scenario prototypes for user testing and stakeholder approval.
- Refined interface design concepts aligned with business requirements and user needs.
- Analyzed UX research and feedback to optimize product features and usability.
- Designed, maintained and updated features for B2B2C to improve their performance.
- Collaborated on developing a design system for a cohesive design language across products.

### SENIOR UI DESIGNER

Cartrawler · Dublin, Ireland · Jul 2016 - Apr 2018

- Developed responsive UI designs for widgets, ensuring consistency across all product interfaces.
- Produced UI prototypes to gather user feedback, incorporate insights, and iterate on improvements.
- Collaborated closely with cross-functional teams and presented design concepts to stakeholders, effectively communicating the rationale behind design decisions.

### LEAD UI DESIGNER

Artizan · Dublin, Ireland · Nov 2015 - Apr 2016

- Designed on-brand responsive e-commerce interfaces and interactive prototypes for clients.
- Conducted research and usability analysis to align with client goals and user needs.
- Managed projects, branding, documentation, and collaborated with a remote development team.

### SENIOR UI DESIGNER

Pivott · Brussels, Belgium · Nov 2013 - July 2015

- Designed interactive cross-platform advertising assets, such as responsive sites, app interfaces, micro-sites, branding, banners, social media content, etc, for multilingual brand activations across all online channels in the Benelux region: Belgium, the Netherlands, Luxembourg, and Germany.

### WEB & DIGITAL DESIGNER

Freelance Visual and Web Designer · 2009 - 2015

- Worked with advertising agencies, brands, and individual clients on diverse projects including websites, branding, apps, iconography, infographics, video production, illustration, and photography.