

Yolanda Cano

SENIOR DESIGN MANAGER | PRODUCT DESIGN LEADER



With 12+ years of industry experience, I am passionate about cultivating a dynamic, collaborative culture that empowers cross-functional teams to excel, and crafting strategic design solutions that not only drive impactful product outcomes but also create seamless, intuitive user experiences that fuel engagement and accelerate adoption.

Contact

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Skills

Data-driven strategy

User-centric approach

Service leadership

Collaboration at all levels

Product management

Agile development

Effective communication

Adaptability and resilience

Growth Mindset

User adoption

Problem-solving

Continuous learning

Experience

SENIOR DESIGN MANAGER | UX PLATFORM TEAM LEAD

Trustpilot · Copenhagen, Denmark · Aug 2023 - Present

- Leading a multidisciplinary team of 5 UX specialists across two enabling teams (Design Systems and Trust).
- Defining and driving the roadmap and success metrics of both teams to deliver scalable, accessible, and high-quality solutions that empower product teams to create engaging and inclusive experiences.
- Overseeing the strategic development of Trustpilot's Design System and Trust-building initiatives, ensuring both are aligned with business goals and user needs.
- Recruiting, leading, and mentoring a high-performing team by fostering an open, supportive culture focused on clear goal-setting, continuous feedback, and driving efficiency and innovation.
- Managing UX operations and optimizing team workflows and processes to enable faster, data-driven decision-making across the wider UX org.

INTERIM PRODUCT DESIGN DIRECTOR | B2B

Trustpilot · Copenhagen, Denmark · March 2023 - July 2023

- Stepped in as Interim Director leading change management for a team of six Senior Product Designers to ensure seamless operation of the B2B product design function during a transition period, empowering the team to deliver impactful results while maintaining a collaborative design culture.

PRODUCT DESIGN LEAD | GROWTH

Trustpilot · Copenhagen, Denmark · July 2022 - Feb 2023

- Led and scaled the Growth design portfolio, managing Senior Product Designers and collaborating with cross-functional teams and senior leadership to drive high-impact initiatives across B2B.
- Enhanced team rituals, operations, and onboarding processes, contributing to an engaged design culture.

SENIOR PRODUCT DESIGNER

Trustpilot · Copenhagen, Denmark · April 2021 - June 2022

- Aligned design solutions with the B2C product strategy, identifying opportunities for impactful product enhancements, and validated design decisions through user research and data, ensuring feature release scaled the user experience and strengthened the value proposition.
- Led the migration of the design system to Figma, including onboarding and training for the team.

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Training

PROJECT MANAGEMENT FOUNDATIONS

University of California, Irvine

SUPERVISION AND MANAGEMENT

Workforce Academy Partnership

ACTIONABLE INSIGHTS & BUSINESS DATA

Project Management Institute (PMI)

LEADERSHIP FUNDAMENTALS

Trustpilot training certification

HIRING MANAGER INTERVIEW SKILLS

Trustpilot training certification

LEADER AS A COACH

Circl@ Professional Training

CERTIFIED UX & USABILITY SPECIALIST

Experience Design Institute GmbH

PSYCHOLOGY OF DIGITAL BEHAVIOR

Behavioral Design Academy

BA (HONS) INTEGRAL DIGITAL DESIGN

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

(...) Experience

• PRODUCT DESIGNER

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

- Drove the end-to-end design process for KAYAK's B2B product, collaborating with distributed teams to deliver across web, mobile, and native apps. Defined personas, mapped user journeys, and conducted user testing to inform product features and optimize usability.

• PRODUCT DESIGNER

Cartrawler · Dublin, Ireland · May 2017 - Sep 2018

- Designed interactive prototypes and refined UX for B2B2C products, contributing to improved performance and user satisfaction, and collaborated on implementing a design system for a cohesive design language across products.

• SENIOR UI DESIGNER

Cartrawler · Dublin, Ireland · Jul 2016 - Apr 2018

- Developed responsive UI designs and produced prototypes, iterating based on user feedback to enhance overall product interfaces.

• LEAD UI DESIGNER

Artizan · Dublin, Ireland · Nov 2015 - Apr 2016

- Designed on-brand, responsive e-commerce interfaces and managed cross-functional projects to ensure client and user needs are met.

• SENIOR UI DESIGNER

Pivott · Brussels, Belgium · Nov 2013 - July 2015

- Created cross-platform digital advertising assets for multilingual brand activations across Europe, enhancing user engagement across channels.

• WEB & DIGITAL DESIGNER

Freelance Visual and Web Designer · 2009 - 2015

- Collaborated with agencies and brands to deliver diverse digital projects, including websites, branding, apps, and multimedia assets, supporting various industries.