

Pilar Mac Donnell*

Senior Product Designer

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Profile

Senior Product Designer with 8+ years in B2B SaaS, marketplaces and logistics. Leading design for three products at Deel. I design and build, lately in code with Claude Code.

Experience

2024 — Now	Senior Product Designer, Deel · Spain Lead design for three products in one vertical. Launched all three MVPs, from zero to first users.
2022 — 2024	Product Designer, Eventbrite · Spain Designed event creation for the ticketing platform.
2021 — 2022	Product Designer, Arbolus · Spain End-to-end design for an expert network platform.
2020 — 2021	UX/UI Designer, Caramel Point · Argentina Many clients, many industries: from pharma to blockchain.
2018 — 2020	UX/UI Designer, Andreani · Argentina From the shipment-tracking app to the inventory system for businesses.

Projects

Ongoing	Tanda · Personal project A baking journal that remembers. Designed and built it myself with Claude Code, now a native iOS app.
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Education

2022	Product Design Advanced, Coderhouse · Course
2015 — 2018	Audiovisual Design, UADE · Bachelor's degree

Skills

Product	Discovery · 0→1 MVPs · Metrics · Stakeholder alignment
Design	Complex workflows · Prototyping · Figma
Build	Coded prototypes · Building with AI (Claude Code)
Languages	Spanish (native) · English (fluent)