

Priscila Zuazo

Senior Product Designer & CSPO



Summary

I'm a Senior Product Designer working on web applications, software, and websites since 2011, with experience in the German and Mexican markets, holding a Certified Scrum Product Owner title since 2017. I've worked hybrid roles between Design and Product, and recently have led engineering teams on end-to-end shipping of web apps and have ample experience working with international teams in different agile setups (SCRUM, Kanban).

Location

Berlin, Germany

Birth date

June 3 1988

Languages

Spanish (Mother tongue)

English (C2)

German (C1)

Contact

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Portfolio

[@pris-zuazo.de](#)

Professional experience (in Germany)

Sep 2024 - Dec 2025

Product Lead - Operations Department ecoligo GmbH

Product: ERP software for solar energy operations

- Product strategy: Definition of roadmap based on stakeholder's input, following company OKRs; weekly updates within the Operations Department to ensure the Processes Team, the Data Team, and the Product Team were aligned.
- Technical product management: Creation of user stories and tasks for engineers in Jira using Gherkin language, documentation for stakeholders on Notion
- Engineering Team management: Leading SCRUM ceremonies, such as stand-ups, retrospectives, feature breakdown sessions.
- Design leadership: Scalable design strategy including a full design system with front-end specifications, following the atomic approach and the pre-existing brand guidelines; workshop moderation with stakeholders to refine product specifications and designs; mentoring the other designer in the team.
- UI design: design of different features to support the other designer's workload.
- Basic level software architecture: Creation of data diagrams for back-end engineers to see dependencies in the planned services.
- Stakeholder support: Creating onboarding videos of the product for the company.

Jan 2023 - Sep 2024

Senior Product Designer I - Product Team ecoligo GmbH

Product: Crowdfunding platform

- Full design system concept and creation for desktop and

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Knowledge

- Product lifecycle
- Product architecture
- Design systems
- WCAG accessibility standards
- Leadership of cross-functional teams
- UX Design
- UI Design
- Product management
- Technical product management

Tools

- Figma / UXPin
- Adobe CC
- Miro / Figjam
- Storybook
- Jira
- Notion
- MS Office
- GSuite

mobile with Frontend specifications and review of its implementation on Storybook.

- Workshop moderation to refine product specifications and designs with stakeholders.
- Creation of user journey maps.
- High-fidelity prototypes to visualize and validate designs and platform functionalities.

Jul 2022 - Dec 2022

Senior Product Designer I - Mobile Team

ResearchGate GmbH

Product: Hybrid mobile app for a collaborative scientific platform

- Mobile design: UI design considering Android/Apple standards and design system for mobile following brand guidelines and the design system for the web app.
- Working with an interdisciplinary team: Legal review of publication details directly with lawyers; app development within agile methodologies in a team with a PM, FE engineers BE engineers, a data analyst, and a content designer.
- Working with other designers: Constant feedback rounds with the Head of Design and other Senior Product Designers working in different features of the web app.

Nov 2020 - Jun 2022

Product Design Lead

Labforward GmbH

Products: Electronic Lab Notebook, Inventory Management System, Identity Access Management System

- Scalable design strategy for the product family.
- Design Team management.
- Ensuring UX consistency across three of Labforward's products.
- Facilitating design sprints.
- High-fidelity prototyping to visualize and align on features and designs.
- User research through interviews.
- Collaborating with various product managers on the conceptual development of new features.

Nov 2018 - Nov 2020

Product Designer I

Labforward GmbH

Products: Electronic Lab Notebook, Inventory Management System

- High-Fidelity-Prototyping.
- User research through in-person interviews.
- Regular meetings to define product features with the product managers and software engineers.

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Hobbies

- Bass playing
- Singing in choirs
- Cooking
- Wandering through the woods
- Taking care of my friends' dogs

Nov 2016 - Nov 2018

Product Owner / Product Designer

Labforward GmbH

Product: Electronic Lab Notebook

- Product strategy through defining the roadmap in collaboration with the marketing and development teams.
- Managing the product backlog, creating user stories, and collaborating with the development team via Jira.
- At the same time, I also worked as a product designer and took on the following responsibilities:
 - High-fidelity prototyping.
 - User research through in-person interviews.

Nov 2015 - Nov 2016

UX Designer

Labforward GmbH

Product: Electronic Lab Notebook

- High-Fidelity-Prototyping.
- User research through in-person interviews.
- Design system conception and construction with Frontend specifications.

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Education

Apr 2014 - Jul 2015

Master of Arts - Integrated Design (M.A.I.D.), Interaction Design

Anhalt University of Applied Sciences

Dessau, DE

Final grade: 1,6

Sep 2007 - Jul 2012

Bachelor of Arts (B.A.) - Graphic Design

Autonomous University of the State of Mexico (UAEMex)

Toluca, MX

Final grade: 9,2 of 10

Certificates

2025

Goethe-Zertifikat C1

Goethe Institut

Berlin, DE

2018

Goethe-Zertifikat B1

Goethe Institut

Berlin, DE

2017

CSPO - Certificated Scrum Product Owner

Scrum Alliance

Berlin, DE

2011

CPE - Certificate of Proficiency in English (C2)

University of Cambridge

Toluca, MX