

Deisy Rojas

Senior Product Designer

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Senior Product Designer specializing in scaling design systems, product strategy, and AI-accelerated workflows. I drive measurable business impact by aligning user needs with engineering efficiency through research, data experimentation, and cross-functional leadership.

AWARDS

D&AD pencil winner for IMAX

[Read about the entry](#)

June 2024 | London, UK

National Art Gallery

Artwork title: Hidden Identity

June 2016 | London, UK

EDUCATION

University of the Arts Ldn

MA Graphic Branding
and Identity

Oct 2023 - Dec 2024 | London, UK

University of Greenwich

BA Visual Communication

Sep 2016 - Jun 2020 | London, UK

SKILLS

Core & UX

- Design Systems & Governance, Product Strategy, Information Architecture, Interaction Design

AI & Next-Gen

- Claude, Google Stitch, Recraft V4, Lovable, Framer, Midjourney, Adobe Firefly, Adobe Creative Cloud

Research & Software

- Figma (Variables/Tokens), UserTesting, Dovetail, Maze, Hotjar, Mixpanel, GA

EXPERIENCE

Amazon Prime Video - Senior Product Designer

London, UK | April 2025 - Present

- **Led the strategic transformation of a global design system**, consolidating over 250 fragmented components into 47 optimised tokens, reduced engineering implementation friction and unified regional design languages.
- **Architected and governed a comprehensive UX framework** across 34+ touch points, achieving 100% tap-target accuracy and permanently eliminating critical UI failures across responsive viewport sizes.
- **Steered product and content discovery strategy** by leveraging user analytics to pinpoint browse-stage drop-off; introduced AI-driven prototyping tools that scaled A/B testing capability from 3 to 48 concurrent variants.

Cision - UX Designer

London, UK | Oct 2024 - April 2025

- **Spearheaded the end-to-end redesign of high-impact marketing and alliance platforms**, driving a 15% increase in user engagement and a 25% surge in click-through rates (CTR) within the first 30 days post-launch.
- **Directed collaborative user research initiatives** alongside global partners (including Pinterest) to map high-intent user journeys, directly informing a revamped information architecture.
- **Mitigated drop-off metrics, slashing bounce rates by 12%** through targeted interactive design improvements and data-informed layout structural changes.

BlackRock - Product Designer

London, UK | Oct 2023 - Jul 2024

- **Built and evangelised scalable Figma design components**, decreasing design-to-development handoff cycles by 40% while ensuring strict accessibility compliance and cross-team consistency.
- **Elevated digital ecosystem satisfaction scores by 30%** via relentless, iterative rapid-prototyping, usability benchmark testing, and continuous feedback loops.

Preqin - Creative Designer

London, UK | Oct 2021 - Sep 2023

- **Collaborated closely with Pentagram on Preqin's global rebranding initiative**, architecting an intuitive workspace structure in Figma that accelerated day-to-day designer workflows by 35%.
- **Constructed a scalable component library supporting 100+ digital assets**, dramatically shrinking production turnaround times while cementing cross-channel brand coherence.