

Héctor Ariel Baiz Senior Product Designer based in Buenos Aires

With 6+ years in B2B SaaS web products, I specialize in design systems and enterprise UX — working at the intersection of design, engineering, and product to ship scalable systems that teams actually adopt.

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EXPERIENCE

Bitsight — Senior Product Designer

Sep 2022 – May 2024

Architected and drove adoption of a design token system across Bitsight's design system — creating a single source of truth for color, typography, and spacing across multiple product teams.

Owned the post-merger integration of ThirdPartyTrust's core features into Bitsight — mapped workflow divergences, designed missing components, and extended the design system to support a unified experience.

Bridged Bitsight's platform rebrand into the product — translating a new brand system into existing components, closing the gap between the new visual identity and live product surfaces.

Planned and structured user research programs — interview guides, usability scripts, and journey mapping workshops — to surface friction points and inform roadmap prioritization.

Partnered with engineering, PM, and Customer Success to validate designs and align on the roadmap, balancing user needs with technical constraints.

ThirdPartyTrust — Product Designer

Feb 2020 – Sep 2022

Built ThirdPartyTrust's design system from 0 to 1 — defined component architecture, naming conventions, and usage guidelines, creating the scalable foundation adopted by the entire product team.

Owned the end-to-end redesign of core platform features reducing user-reported confusion and improving task completion.

Defined user stories and acceptance criteria that bridged design intent and engineering execution, aligning product, design, and development on shared objectives.

Instrumented the platform with Pendo — tagging key user flows and building in-app guides that improved onboarding completion and reduced reliance on support.

Entornos — UI Designer

Aug 2018 – Feb 2020

Adapted Moodle for enterprise clients across banking, healthcare, and education — customizing user flows, visual systems, and HTML/CSS templates to match each brand's identity and functional requirements.

Designed a Netflix-style learning experience for a major Argentine bank — enabling employees to access and upload role-specific content company-wide, improving knowledge sharing at scale.

Earlier career — Graphic Designer

2007 – Present

15+ years as a Graphic Designer across brand identity, editorial, motion, and UI, including UI systems for casino and slot machine software at Sielcon S.R.L. (2007–2012). This foundation in visual systems thinking underpins the design systems work I do today.

EDUCATION

Universidad de Buenos Aires

Professional Degree
in Graphic Design

2003 – 2014

Coderhouse

UX Design

2017

CERTIFICATIONS

IxDF - The Interaction Design Foundation

AI for Designers

UI Design Patterns

User Research – Methods and
Best Practices

Object-Oriented UI Design

Journey Mapping

Personas and User Research

Pendo.io

Product Analytics

LANGUAGES

Spanish Native

English Professional working
proficiency (written) /
Intermediate (spoken)

SKILLS

Design Systems, Interaction
Design, WCAG/A11y, User
Research, Graphic Design

TOOLBOX

Figma, Claude, Adobe creative
suite, Jira, Notion, HTML/CSS, Git,
Pendo