

RENATA BENITO

PRODUCT DESIGN STRATEGIST | SENIOR PRODUCT DESIGNER

Córdoba, Argentina | Remote | [linkedin.com/in/benitorenata](https://www.linkedin.com/in/benitorenata)

PROFILE

Product Design Strategist with nearly 10 years of experience shaping complex enterprise SaaS. Connects product strategy, systems thinking, research, and interaction design to turn fragmented workflows, data, and business rules into clear, scalable experiences across HR/payroll, billing, and commerce.

CORE EXPERTISE

Product Strategy • Enterprise SaaS • AI-supported research and design • OOUX • Systems Thinking • Product Discovery • User Research and Testing • Service Blueprints • Information Architecture • Accessibility (VPAT/ACR) • Figma • Figma Make • Microsoft Copilot • LibreChat • Salesforce Experience Cloud

EXPERIENCE

ITX Corp. — Senior UX Designer | Current

Client engagements: Paychex, Measure for Justice, Excellus BCBS, and Arch Capital Group

- Lead end-to-end product design for enterprise HR/payroll, billing, and sales systems, translating business rules, data, accessibility needs, and platform constraints into clear workflows and product direction.
- Designed and shipped an OCR-powered payroll time import in about four months. When two research rounds with 12 participants showed a chat-based concept was a poor fit, reframed the experience as an upload-review-submit workflow.
- Defined the MVP experience for the Flex Client Billing Center, centering quick access to the latest invoice, key details, and PDF downloads. Mapped future iterations for billing information, balances, discounts, products, support, and payments across Salesforce and back-office constraints.
- Established UX foundations for a Salesforce billing-adjustment platform, connecting invoices and line items with adjustment submission, documents, approvals, and role-based workflows. Delivered accessibility evidence (ACR/VPAT).
- Defined discovery-to-purchase journeys across Paychex.com, Marketplace, and Flex for the Unified Buying Framework. Used OOUX, ecosystem mapping, and user-needs modeling to align analytics-plan tiers and time-clock purchase and lease options.
- Applied LLMs to research synthesis, requirements translation, flow exploration, workshop preparation, and UX documentation. Developed three reusable methods featured in my portfolio: AI-Augmented UX Execution Plan (ambiguity to shipped AI UX), Thinking Maps (fragmented understanding to a shared picture), and AI Opportunity Matrix (where AI adds clarity versus risk).

Southern Code (formerly Infovalue) — UX Lead / UX Designer | 4 years 5 months

- Built and led a six-person design team while delivering end-to-end digital products across discovery, information architecture, interaction and visual design, prototyping, validation, and developer collaboration.

THOUGHT LEADERSHIP

Publishes on AI-mediated customer journeys, human-AI collaboration, agentic experiences, trust, and accountable automation.

EDUCATION & CREDENTIALS

Universidad de Morón | Design studies, 2012–2016

Credentials: Object-Oriented UX (OOUX) Fundamentals | Elements of AI

Languages: Spanish | Italian | English