

Diana Patricia Aya Calderón

Senior Product Designer — Complex SaaS & AI Products

Berlin, Germany · diana.aya@live.com · dianaaya.com · +49 1523 139 3794

PROFESSIONAL SUMMARY

Senior product designer with 7+ years across complex B2B SaaS, AI products, and enterprise software. Recent work spans AI-driven content platforms, autonomous systems, and data-heavy operator interfaces — designing for products where the AI is the primary actor and the UI supports oversight. Previously led design teams (4 designers, 2 researchers) at a B2B SaaS company; comfortable across senior IC and management contexts. Works AI-native daily (Claude, Cursor, Claude Code, Lovable). Multilingual (EN, ES, PT, DE B1-B2).

SELECTED WORK

VineOps — Autonomous agritech operations, AI-as-actor design model dianaaya.com/projects/vineops

DTSecLabs — Industrial cybersecurity, co-founder and lead designer dianaaya.com/projects/dtseclabs

Accademia — Ed-tech platform, accessibility-led design dianaaya.com/projects/accademia

Blimp — Co-founded; designed and shipped end-to-end we-blimp.com (product: we-blimp.tech)

Full portfolio: dianaaya.com

CORE COMPETENCIES

Product design (end-to-end) · Design systems & component architecture · Complex data interfaces · AI-product UX (operator oversight, agent interactions) · Enterprise SaaS · Design leadership & DesignOps · Research-led design · Cross-functional collaboration (engineering, hardware, regulated environments) · AI-native workflow (Claude, Cursor, Claude Code, Lovable, Figma MCP)

PROFESSIONAL EXPERIENCE

Founding Designer · [Zelara](#)

Oct 2025 – May 2026 · Berlin, Germany · Freelance, part-time

- Founding designer at an AI startup, working directly with founders to take the product from concept to deployed v1.
- Led product design across user-facing surfaces and internal workflows, including AI-driven flows where the system acts as the primary actor and the UI supports human oversight.
- Partnered with engineering on shipping velocity, design systems, and component architecture (shadcn/ui, modern AI-assisted workflows including Claude Code and Cursor).

Lead Product Designer · [Flowcore \(Agritech\)](#)

Oct 2024 – Dec 2025 · Berlin, Germany · Freelance, part-time

- Designed end-to-end UX for an autonomous agricultural rover platform — iPad and mobile applications used by vineyard managers in California to oversee rover-collected field data.
- Worked across hardware, firmware, software, and ISO compliance teams. Defined interaction patterns for autonomous systems where the AI is the primary actor and the UI supports oversight.
- Delivered for product launch following field testing with real vineyard operators.
- Case study: dianaaya.com/projects/vineops

Co-founder & Product Designer · [Blimp](#)

Feb 2025 – Present · Berlin, Germany

- Co-founded a SaaS platform helping first-time founders validate their business ideas; built and shipped MVP end-to-end (design, frontend, deployment) using a modern AI-native workflow (Claude Code, Lovable, shadcn/ui).
- Led user research, value proposition refinement, and go-to-market strategy.
- Engaged with VCs, angels, and grant funders for early-stage funding conversations.
- Website: we-blimp.com · Product: we-blimp.tech

Co-founder & Product Designer · [DTSecLabs](#)

Jun 2024 – Feb 2025 · Berlin, Germany

- Designed MVP for an industrial cybersecurity platform protecting operational technology (OT) environments in manufacturing.
- Conducted cognitive load assessments and expert interviews to validate design direction.
- Generated 200+ leads with 10% conversion through cold outreach and product positioning.
- Owned design, research, and business outreach across early-stage product development.
- Case study: dianaaya.com/projects/dtseclabs

Other Freelance Engagements ·

May 2024 – Present · Berlin, Germany

- Research-led product design and senior IC work across ed-tech, career platforms, and HR/payroll systems. Key client engagements listed separately.

Workshop Facilitator · [Startup Incubator Berlin \(SIB & HWR Berlin\)](#)

Feb 2024 – Present · Berlin, Germany

- Facilitate Lean Startup Sprint workshops on problem validation, MVP definition, and no-code prototyping for accelerator program participants.
- Develop curriculum on human factors, UX psychology, and MVP testing.
- Mentor participants through building, testing, and iterating their MVPs.

Product Design Manager · [Market Logic Software](#)

Aug 2022 – Oct 2023 · Berlin, Germany

- Managed a team of 4 designers and 2 UX researchers; established a DesignOps framework that improved team efficiency by 15%.
- Led UX for B2B SaaS platforms including AI-powered decision tools and complex search/filter interfaces.
- Drove a 22% increase in feature engagement and a 3% reduction in churn.
- Integrated new components into the company-wide design system.

Product Designer · [Market Logic Software](#)

May 2021 – Aug 2022 · Berlin, Germany

- Designed B2B SaaS features for market intelligence and decision-support workflows.
- Contributed to design system governance and cross-product consistency.

EARLIER EXPERIENCE

UX/UI Designer · Freelance — Berlin, Germany · Jul 2019 – May 2021

UX & Brand Designer · Freelance — Bogotá, Colombia · Aug 2016 – Oct 2017

Earlier career in industrial design and pharma sales — Bogotá, Colombia · 2009 – 2018

EDUCATION

Master's in Marketing Research — Universitat de Barcelona · 2017 – 2018

Postgraduate in Marketing Management — Universidad EAN, Bogotá · 2012 – 2013

Bachelor's in Product Design — Universidad Autónoma de Colombia · 2003 – 2009

LANGUAGES

English (C2) — fluent · Spanish — native · Portuguese (C1) — fluent · German (B1–B2) — professional working proficiency; comfortable conducting UX interviews and day-to-day collaboration in German · Italian (A2) — basic

VOLUNTEER & COMMUNITY

UX Design Mentor — TopMate & ADPList · Jun 2023 – Present

Volunteer Teacher (UI/UX) — ReDI School · Aug 2023 – Jun 2024

Portfolio: dianaaya.com · **Password for all projects:** [diana2026](#)