Ailen (Lenny) Rach

Product Designer · Mendoza, Argentina · Remote

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About

Product designer with nine years designing for the moment people show up: fans on an artist's site, guests on an event page, women at a table I host. I design the moment someone arrives and decides to stay, with a strong visual eye and real deadlines, and I want to do it on a consumer product team.

Education

Fundación Universitas

2015 – 2017 | Mendoza

Multimedia Design.

Coderhouse

2020 | Online

UX/UI Design course.

Experience

Halo Media | Product Designer

Aug 2022 – Nov 2026 · Contract, remote with US teams

Designed and shipped 30+ artist sites for Universal Music Group (Bee Gees, Zara Larsson, Lucy Dacus), usually as the only designer, with PMs and engineers. Built an AI-assisted workflow for structure and components (never artist assets) that cut production per site from 16+ hours to about 3. Designed 13 shipped checkout and account flows for TicketSocket Platinum (2023–2025) and its 25+ page site.

Eventbrite | UX/UI Designer

Dec 2020 – Aug 2022 · Brand Studio

Promoted from Web Brand Designer. Owned the marketing landing pages and designed product pages for a platform used by millions, working with product managers and engineers.

Eventbrite | Web Brand Designer

Aug 2017 – Dec 2020

Designed custom event pages for partners like Spotify, Budweiser, and Nintendo, and 25+ campaign landing pages built in HTML/CSS. Designed about 25 components in Wagtail CMS that carried 40+ landing pages and cut a new page from about five days to one.

En lo de Lenny | Founder and Designer

2026 · Mendoza

Designed evenings for women end to end, from a research form to the sign-up form and the night itself. The first night sold out all 12 seats.

Skills

Design

- Product Design
- UX/UI Design
- Web Design
- User Flows
- Prototyping
- Design Systems
- Art Direction

Tools

- Figma
- Adobe Creative Suite
- Framer
- Webflow
- HTML/CSS/JS
- Tailwind CSS
- Claude

Languages

- Spanish (native)
- English (bilingual)