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Top Skills

Data Analysis

A/B Testing

Product Strategy

Certifications

Experiencia de usuario (UX) avanzado

Habilidades de conversación inclusiva

Martin Cassinelli

Product Design Manager | Growth, Experimentation & Scalable Systems | Streaming, E-commerce & Interactive Platforms | MBA Candidate

Greater Buenos Aires

Summary

Product Design Manager with experience leading product initiatives across marketplaces, growth ecosystems and large-scale digital platforms. I work at the intersection of product, business and user experience — helping teams translate user behavior, business needs and data into clear product decisions. My experience includes:

- Leading cross-functional teams across design, product, engineering and data
- Working on high-scale platforms (+10M daily visits)
- Driving initiatives related to onboarding, growth, promotions and core marketplace flows
- Contributing to product decisions, prioritization and roadmap discussions
- Designing systems that balance user experience, business impact and scalability

Previously, I worked across major streaming and media platforms (The Walt Disney Company, FOX, Turner, DirecTV), and more recently in e-commerce and interactive products (Kavak, TAPPP). I'm particularly interested in roles where product thinking, experimentation, and measurable impact are central.

Experience

Kavak.com

Product Design Manager

October 2025 - Present (6 months)

Argentina

Product Design Manager across Growth and core marketplace (Trade) verticals within a high-scale platform (+10M daily visits).

Led product design initiatives impacting discovery, conversion and core marketplace flows (buy, sell, trade-in), gaining end-to-end visibility into how business operations, user behavior and product decisions intersect at scale.

Partnered closely with Product, Data and Engineering to drive prioritization, experimentation and continuous improvement across key product surfaces.

Contributed to structuring complex journeys into clear, actionable experiences, supporting Kavak's evolution into a more comprehensive digital product, with increasing use of data and AI-driven insights.

UXAR

Product Design Consultant

January 2024 - Present (2 years 3 months)

Product Design Consultant working across multiple industries, including insurance, e-commerce, entertainment, sports and healthcare.

Led and contributed to product design initiatives in complex environments, helping teams translate business requirements, user needs and data into clear, scalable product solutions.

Collaborated closely with Product, Engineering and business stakeholders to define flows, prioritize features and improve key user journeys across different domains.

Key work includes:

- E-commerce: Designed marketplace experiences focused on discovery, usability and conversion
- Insurance: Contributed to digital transformation initiatives for broker-facing platforms in Latin America
- Entertainment & Sports: Designed interactive, real-time experiences (e.g. Tapp Panel), used in streaming environments to drive engagement and user participation
- Healthcare: Designed an AI-guided telemedicine product enabling asynchronous communication between patients and providers

This experience strengthened my ability to operate across different product contexts, quickly understand complex systems, and structure them into clear, actionable experiences.

DIRECTV Latin America

Head of Product Design

May 2021 - July 2023 (2 years 3 months)

Buenos Aires, Buenos Aires Province, Argentina

Senior Manager leading UX across multiple product verticals and a cross-functional operations team for DirecTV, SKY and DGO streaming platforms across Latin America.

Acted as a bridge between design, product and technology, contributing to product strategy, roadmap discussions and OKR alignment.

Led the design of end-to-end streaming experiences across live TV, on-demand and content discovery, translating complex content ecosystems into scalable product structures.

Aligned stakeholders across business, product and engineering, ensuring consistency and execution across multiple brands and markets.

Walt Disney Direct-to-Consumer & International

Product Design & UX Director

April 2019 - May 2021 (2 years 2 months)

Argentina

Part of DMED Product & Design global team, working on the Experience Design team for X-Brand design system and platform standardization for Disney's products such as Disney.com, ESPN, Nat Geo, Marvel, ABC.

Previously led product requirements and User Experience for the migration of FOX Latin America's products into DTCI technology, expanding platform capabilities to support international markets.

Fox Networks Group

12 years 11 months

product Design & UX Director

May 2018 - May 2019 (1 year 1 month)

Buenos Aires, Argentina

Led Product and the UX team in FOX Play App, the video Streaming solution from FOX that supports TVE users as well D2C consumers through in-app and third-party subscriptions. Increased user engagement by including new and innovative functionalities, simplifying the user interface and improving the onboarding experience.

UX Director

July 2016 - April 2018 (1 year 10 months)

Design and UX Director

January 2013 - June 2016 (3 years 6 months)

Buenos Aires, Argentina

Responsible of the Design & UX Department for Fox International Channels - Europe

Responsibilities:

- Manage multicultural team placed in different locations.
- Model and oversees User Experiences across products' life cycle
- Run design operations and manage the design library.
- Develop Personas, Touchpoint maps, User Journeys, Site maps, wireframes, Interaction Design and prototypes to communicate interaction and design ideas.
- Run usability tests to evaluate proposals.
- Use data from Google Analytics in order to understand trends in behavior and identify areas for improvement in the interface.
- Supervise and follow product development from Design perspective.

Communication:

- Present proposals and get approval from Management.
- Maximize the relationship with the vendors.
- Reports about the interface performance of the products.

Project Management:

- Establish measurements for the User Experience success.
- Use Jira to track activities and monitor the team performance.
- Ensure milestones are defined and projects are properly documented and up-to-date.

Design Manager

March 2011 - December 2012 (1 year 10 months)

Buenos Aires, Argentina

Responsible of the user experience department for Fox International Channels Global Online Publishing

Responsibilities:

- Manage multicultural team placed in different locations.
- Run design operations and manage the design library.
- Develop the user model (UM) and user interface (UI) for new and existing FIC products.
- Develop storyboards, mockups, site map, wireframes and prototypes to communicate interaction and design ideas.

- Test the usability of new and existing products via customer research and make user flow reports.
- Use data from Google Analytics in order to understand trends in behavior and identify areas for improvement in the interface.

Communication:

- Develop and communicate the design decisions and guidelines.
- Maximize the relationship with the vendors.
- Reports about the interface performance of the platform.

Project Management:

- Establish measurements for the interface success.
- Use Basecamp to track activities and monitor the team performance.
- Ensure milestones are defined and projects are properly documented and up-to-date.

Lead Web Designer

March 2009 - March 2011 (2 years 1 month)

Lead Web Designer

June 2008 - March 2009 (10 months)

Senior Web Designer

July 2006 - June 2008 (2 years)

Turner

Web Designer

September 2004 - June 2006 (1 year 10 months)

Web designer for CartoonNetwork.com.ar

Asatej

Web Designer

March 2002 - August 2004 (2 years 6 months)

Trama Creativa

Designer

March 1998 - December 2001 (3 years 10 months)

Brand & Identity designer. Specially print.

Education

Pontificia Universidad Católica Argentina 'Santa María de los Buenos Aires'

Master of Business Administration - MBA · (2021 - 2022)

Universidad de Buenos Aires

Diseñador Gráfico, Graphic Design · (1998 - 2006)

Instituto Leonardo Murialdo

Tecnico Electrónico · (1989 - 1995)