Lina Castaneda

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London, UK / Remote

Product Manager & Lead Product Designer

I'm a Product Lead with 9 years of experience turning complex challenges into products that improve user experience and drive measurable business outcomes. I've led end-to-end product development from 0 to 1 and worked on increasing retention, boosting user engagement, scaling learning platforms, and shaping product positioning. With a Master's in Creative & Cultural Entrepreneurship, I bring a strategic mindset and strong communication skills that help align teams and turn product vision into action. I thrive in collaborative environments where designers, engineers, and stakeholders work together to deliver user focused results.

Professional Experience

Staff Product Designer • Grasp

London, UK • *2025 - Present*

An AI-powered learning platform designed for forever-curious adults, helping learners build structured, personalized learning journeys grounded in cognitive science and reflective practice.

Leading end-to-end product design at Grasp, shaping and evolving its AI-powered learning platform grounded in cognitive science (v1 launched November 2025).

Product Design Lead • Strategyzer

London, UK • *2024 - 2025*

A global leader in business innovation, known for tools like the Business Model Canvas, helping organizations build innovation capabilities through training, coaching, and digital products.

- Led product design on strategic initiatives to scale Strategyzer's innovation services into digital self-serve experiences.
- Designed and shaped a Program Library, to enable users to independently access learning programs, saving delivery time and expanding reach across business functions.
- Worked closely with engineers, designers, product managers and stakeholders to translate product strategy into clear, actionable steps.
- Owned end-to-end design process: from discovery, user research, and product shaping, to prototyping and validation.
- Actively contributed to roadmap planning and prioritisation, ensuring alignment between user needs and business goals.
- Brought clarity and structure to complex challenges, helping cross-functional teams focus on outcomes over features.

Product Manager & Product Designer • Perlego

London, UK • *2019 - 2024*

A digital learning platform offering unlimited access to academic and professional books, helping students and lifelong learners discover and engage with knowledge

Starting as a Product Designer and growing into a Product Manager role, I contributed across product strategy, discovery, UX, and execution, with a particular focus on retention, stickiness and product-market fit.

- Defined the mobile app's positioning and strategy, aligning product direction with user needs and business goals.
- Led end-to-end product discovery and delivery across mobile and web, partnering closely with engineering and stakeholders.
- Contributed to an 8-point increase in App Store ratings (iOS & Android) through improvements across onboarding, engagement, and overall experience quality.
- Launched high-impact features such as text-to-speech, improving accessibility, learning outcomes, engagement, and user lifetime value.
- Used behavioural data and product-market fit insights to identify patterns, guide product bets, and shape roadmap priorities.
- Built continuous discovery practices, conducting regular user interviews and embedding feedback loops into product planning.
- Framed complex user and business challenges into clear product opportunities, aligning cross-functional teams around focused delivery.
- Contributed to roadmap planning across two product teams (web and mobile), ensuring long-term strategy remained aligned with evolving business goals.

Product Designer • Mammoth Analytics

London, UK • *2017 - 2019*

A data insights startup helping teams transform raw data into actionable reports without relying on complex engineering workflows.

- Joined as the first designer, leading the design of the product from concept to MVP.
- Designed end-to-end experiences across onboarding, data visualisation, and reporting tools.
- Defined product foundations, shaping user flows, feature scope, and overall UX in close collaboration with founders and engineers.
- Introduced research and testing practices to validate early concepts and guide iterations.
- Built the company's first design system in Sketch, supporting scalable development and UI consistency.
- Helped bring clarity and structure to a fast-paced, ambiguous environment while contributing to product direction and delivery processes.

UX / UI Designer • Imaginamos

Bogotá, Colombia • *2016 - 2017*

An innovation and software development company that partners with startups and enterprises to build digital products and lead digital transformation initiatives.

Worked on early-stage startup ideas and digital transformation projects across web and mobile. Collaborated with cross-functional teams to design user experiences from concept to delivery, adapting to fast-paced environments and shifting priorities.

Education

Product management, retention & engagement program • Reforge

London, UK • *2023*

MA Creative & Cultural Entrepreneurship • Goldsmiths, University of London

London, UK • *2018 - 2019*

As part of my dissertation, I explored how creativity can be used as a tool to challenge corruption. I developed a framework to help individuals and organisations spot early warning signs, aiming to shift how people think about integrity and power within systems.

BA Industrial Design • Pontificia Universidad Javeriana

Bogotá, Colombia • *2010 - 2015*

Digital Art & Art History • Guerrero Arts Academy

Bogotá, Colombia • *2009 - 2012*

Skills & Tools

Product Strategy & Discovery

Problem framing · Discovery · Roadmapping · Prioritisation · Product positioning · PMF analysis

User Research & Experience Design

User research · Wireframing · Prototyping · Journey mapping · Accessibility · UX · Systems thinking · Interaction design

Tools

Figma · Productboard · Metabase · ThoughtSpot · Miro · Notion · Google Analytics · Dovetail

Ways of Working

Shape Up · Agile · Design systems · Experimentation culture · Cross-functional collaboration

Soft Skills

Mentoring · Facilitation · Design leadership · Stakeholder alignment · Empathy · Communication

Languages

English · Spanish