Franco Falaschi

Principal Product Manager | AI & SaaS | 0→1 & Scale

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CAREER SUMMARY

Senior Product Manager with a decade of cross-functional experience driving products at startups and scale-ups. I specialize in product discovery, vision, and strategy, turning complex problems into validated solutions that balance user needs, business impact, and technical feasibility.

My unique background, first as a developer, then as a product designer, lets me thrive in lean, ambiguous environments where a jack-of-all-trades mindset drives speed and clarity. I've led 0→1 launches, scaled design and research operations, and owned product strategy across multiple growth stages.

WORK EXPERIENCE

Principal Product Manager Jun 2024 - Present

Wynter, Remote

- Owned product vision and roadmap for an AI-first B2B platform, leading a remote team of 5 engineers and 3 contractors.
- Launched multiple AI-powered features end-to-end (discovery → delivery), contributing to 27% increase in activation.
- Partnered directly with CEO to define product strategy, success metrics, and quarterly priorities.
- Implemented continuous discovery and feedback loops, reducing iteration cycles by 42.5%.
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Principal Product Designer Nov 2022 - Aug 2023

Gondi.xyz, Remote

- Led early-stage discovery and validated 3 MVPs, driving a strategic pivot toward product–market fit.
- Conducted 25+ user interviews, defining the product's core value proposition.
- Owned early go-to-market experiments in collaboration with founders and engineering.

Sr. Product Designer Jan 2022 - Oct 2022

FactoryFix, Remote

- Led discovery and prototyping for candidate search, doubling feature usage (+100%).
- Improved company–candidate connections by +23% through flow and positioning optimisation.

Head of Product Design Aug 2020, Dec 2021

Paisanos, Buenos Aires

- Scaled the design team from 5 to 20+ designers, defining processes, standards, and career paths.
- Built scalable design operations supporting multiple teams and products.
- Mentored senior and junior designers, increasing team autonomy and delivery speed.Led the successful growth of the team, expanding it from 5 to over 20 skilled UX and UI designers.

Lead UX Researcher Mar 2020 - Dec 2021

AyerViernes, Remote

- Led a Research team for international clients like Facebook, Amway and Spotify.
- Conducted over 10 qualitative studies in multiple countries with live English translation, interviewing over 100 participants.

- Taught the UX-PM Certification for the UX Alliance.

UX Manager Nov 2018 - Jul 2020

IT Resources, Buenos Aires

- Established and led a team of 13 UX Designers, providing mentorship and fostering a culture of User Experience excellence within the company.
- Led user research initiatives and facilitated engaging Design Thinking workshops, driving a user-centered approach to product development and innovation.
- Raised ux maturity by providing in-house workshops.

CERTIFICATIONS

- UX-PM Level 3 | UX Alliance 2019 - Credential ID: UX-PM3-0744-CL20-057
- Certified Scrum Master | Scrum Alliance 2019 - Credential ID: 1141410

TECHNICAL SKILLS

- Product Discovery & Strategy
- Go-to-Market Strategy
- Road mapping & Prioritization
- Cross-functional Leadership
- Analytics & Metrics
- Agile / Scrum
- AI Product Management (LLMs, Prompting)
- Prompt Engineering
- User Journey Mapping
- Usability Testing
- A/B Testing
- Product Growth
- UX Strategy
- No-Code Tooling
- Figma