# Yenny Otero

## Design Engineer | I design AI products and build them in React and TypeScript

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### PROFILE

Design engineer and founder. I design AI-native products and build them myself, from first principles, combining product design, behavioural science and hands-on engineering. 20+ years across fintech, healthcare and consumer technology, from zero-to-one ventures to platforms serving 1.7 million customers.

I work in Claude, Next.js, TypeScript, Supabase and Vercel, from discovery and prototyping to production. Most recently I designed and built Bachata Connect, a two-sided marketplace for dancers and teaching artists, with Claude in live workflows.

### SKILLS AND TOOLS

Design Engineering · Product Design · AI Product Strategy · LLM Applications · Conversational AI · Behavioural Design · Rapid Prototyping · Accessibility · Experimentation · Customer Research

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|---|---|
| **AI** | Claude · Claude Code · Claude API |
| **Build** | TypeScript · React · Next.js · Supabase · Postgres · Vercel · Playwright · Python · GitHub |
| **Design** | Figma · Miro · Jira |
| **Languages** | Spanish (native) · English, Italian and Norwegian (fluent) |

### EXPERIENCE

**Co-founder and Director**, Neon Lighthouse — 2023 – Present

AI product studio: designing, validating and building AI-native products.

- Building Breathing Room, an AI financial-wellbeing coach based on my MBA research on financial avoidance.

**Founder and Product Lead**, Bachata Connect — 2014 – Present

Dance training platform and two-sided marketplace for dancers and teaching artists, grown from Bachata Week Cádiz, the international training week I founded in 2014: 400+ attendees from 45+ countries and 1,500+ applications a year for about 350 places.

- Designed and built it solo, a multi-role platform for participants, reviewers, door staff, teachers and admins: about 1,580 commits and 443 merged pull requests in five months.
- Replaced 20-minute manual registration with NFC check-in: 344 arrivals in two afternoons, 340 linking a band.
- Opened the platform up so teaching artists sell their own branded courses to dancers; paying artist clients are live.
- Put Claude in production to translate expert feedback (325 reviews for under €1) and write digests for artists.
- Enforced accessibility in CI: 86 colour pairs contrast-tested against WCAG AA on every pull request.

**Head of Customer Experience**, Vanquis Bank — Apr 2023 – Apr 2026

Owned customer-experience strategy across consumer-finance products serving 1.7M+ customers; led a team of 15.

- Led early-intervention strategy for credit cards and vehicle finance, helping customers see debt building before arrears.
- Led journey and experience design for Moneybarn's new platform for two years, then managed the product.
- Built an inclusive-design framework that put accessibility and vulnerability awareness into delivery; co-authored the Vulnerable Customer Policy.

**Head of Design, Customer Experience and Innovation**, TSB Bank — 2018 – 2023

Owned product design and customer experience through TSB's digital transformation.

- Led the mobile app from 1.8 to 4.6 App Store stars.
- Led the customer response to the 2018 platform migration.
- Built the in-house design function and design system from zero, a team of up to 17. With no product managers, my team led the product roadmap.

**Lead Product Designer**, SapientRazorfish — 2017 – 2018

Led product strategy and experience design for Amplifon's hearing-aid app: six international awards including The Drum DADI and EPICA, and 6,500+ downloads in its first four months.

- Designed the app as a companion for the first weeks of wearing a hearing aid, helping people adapt and reducing stigma.

**Lead Product and Service Designer**, Designit — 2013 – 2017

Owned projects end to end, from discovery and strategy to delivery; four direct reports.

- Redesigned breast cancer diagnosis at Oslo University Hospital, from 12 weeks to 6 days; adopted as Norway's national standard.
- Led experience design for Pepper, Bank Leumi's mobile-only bank in Israel, a zero-to-one product, including its onboarding.
- Redesigned Scandinavian Airlines' EuroBonus loyalty proposition and its new app and web interfaces.

**Developer, then Interaction Designer**, Opera Software — 2002 – 2013 · Oslo, Tokyo, Beijing

Employee 69. Built and designed browsers for the Nintendo DSi and Wii and for Motorola phones.

### EDUCATION

**Executive MBA, Warwick Business School** — 2023 – 2026

Dissertation: From Avoidance to Agency, on why people avoid dealing with their money

**Certificate of Specialisation in Strategy, Harvard Business School** — 2023

**BSc Informatics (computer engineering), University of Oslo** — 1999 – 2004