The product framework

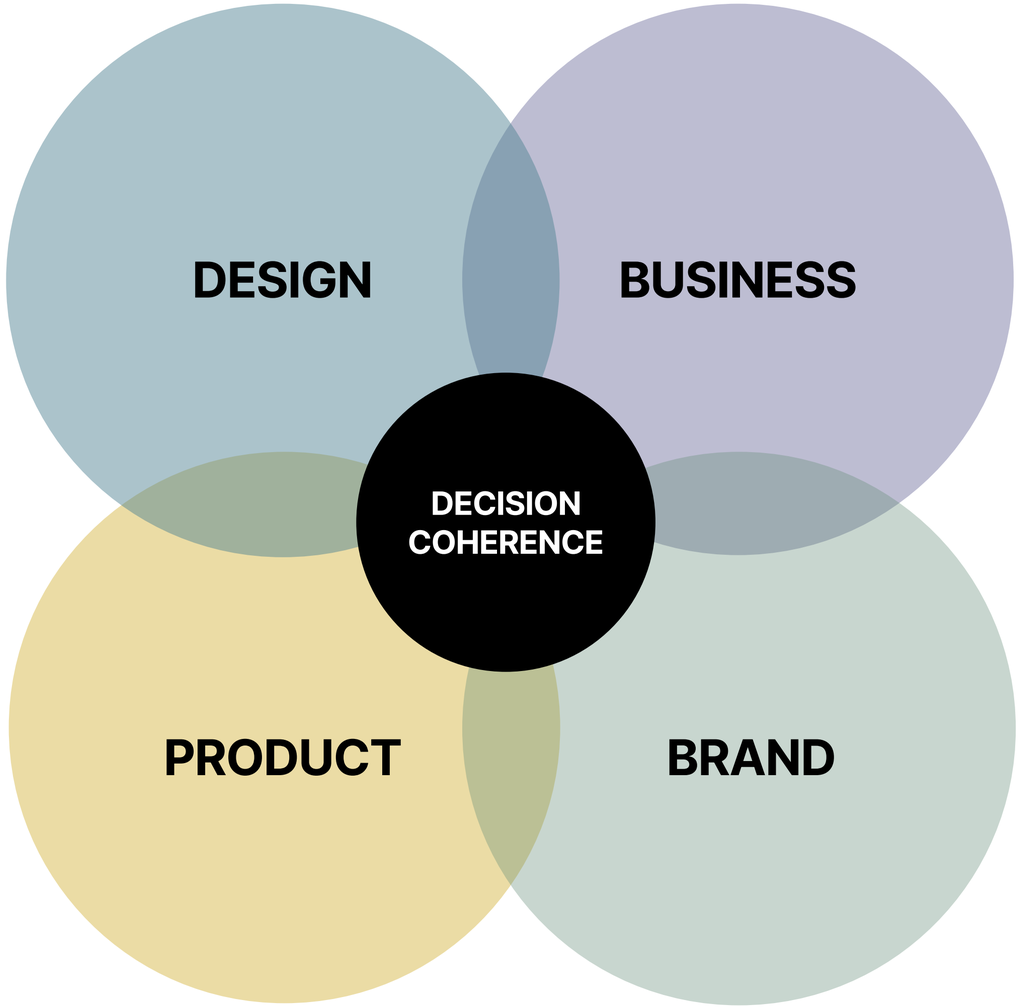
Design, brand & product coherence

From experience to accountable product decisions.

M. EUGENIA SANCHEZ JOVANDARIC

Where I operate

At the intersection of design, product, brand and business — structuring decisions that balance experience, system integrity and measurable impact.



How I operate

I work at the convergence of UX leadership and product decision-making.

My focus is structuring ambiguous problems, aligning stakeholders and ensuring design work connects to measurable product outcomes.

I operate best in environments with real constraints — technical, regulatory or organisational — where clarity reduces risk.

The product lens I work with

This lens shapes how I frame problems, navigate constraints and scale decisions over time.

UX as decision architecture

Design structures how decisions are experienced — making intent usable and trade-offs visible.

Product as a system

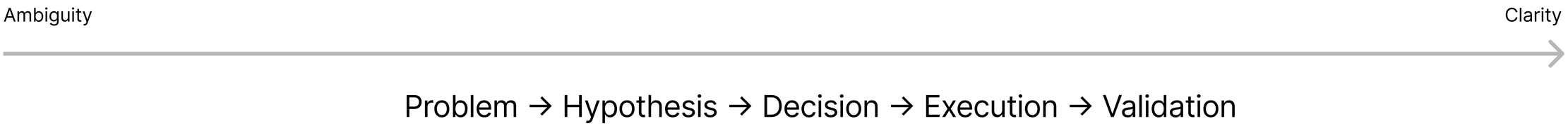
Features are evaluated for long-term coherence — shaping trust, behaviour and operational impact.

Clarity as risk reduction

Ambiguity is treated as risk — reduced through structured flows and consistent systems.

Metrics as validation

Decisions are validated through defined success criteria — measured beyond aesthetics.



System coherence & product scaling

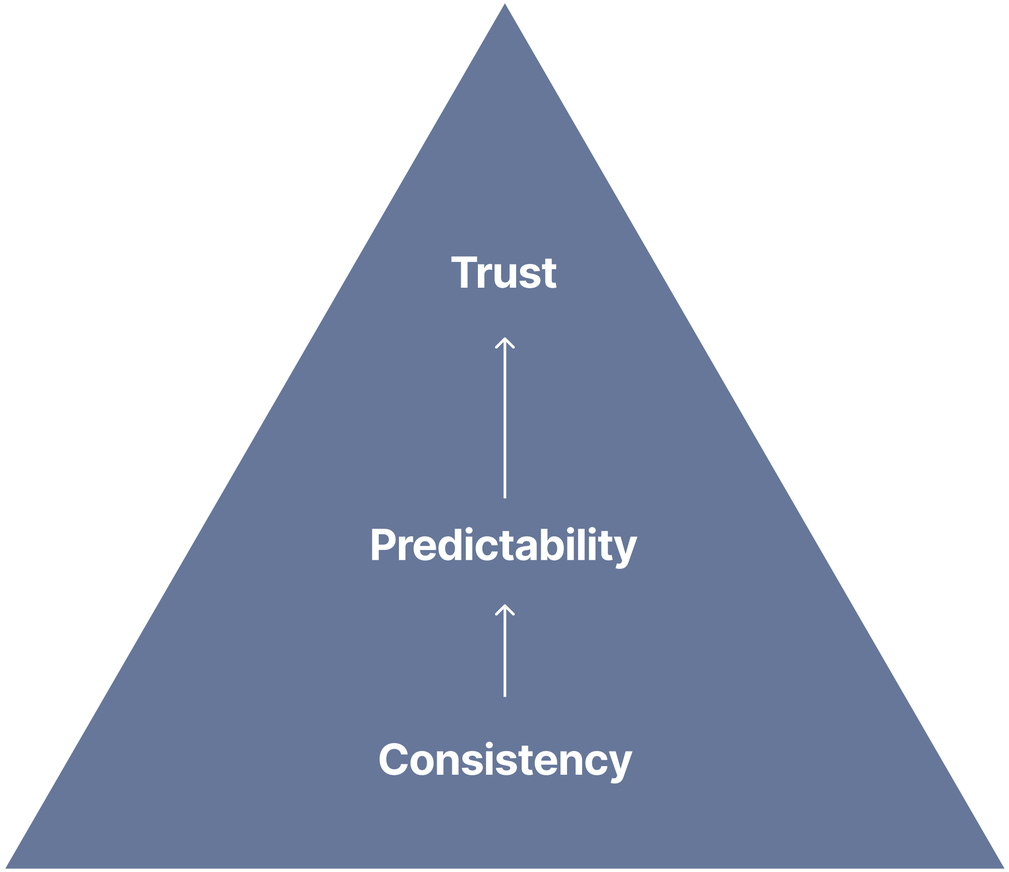
I treat consistency as infrastructure not decoration.

What coherence enables in practice:

- Lower cognitive load for users
- Fewer edge-case inconsistencies
- Reduced support dependency
- Faster onboarding for new teams

In regulated or high-trust environmer

Coherence isn’t aesthetic, it’s reliability.



Trust compounds when systems behave consistently over time.

Collaboration architecture

I work where product definition shapes experience —
structuring ambiguity before execution begins.

I collaborate across:

Product — shaping problem framing and trade-offs

Engineering — aligning feasibility with experience intent

Data — defining measurable outcomes from the outset

Stakeholders — turning competing priorities into explicit decisions

What I optimise for:

Early alignment before solutions are developed

Constraints surfaced before commitment

Shared ownership of trade-offs

Clear success criteria before delivery

In cross-functional environments, design makes product decisions tangible.
It reveals friction early, exposes system inconsistencies, and translates strategy into usable behaviour.

How I operate best

My strongest impact happens where product decisions are shaped collaboratively and owned end-to-end.

Design becomes leverage when it operates with clarity, accountability and intent.

★ This approach works best when:

- Ambiguity is structured before execution begins.
- Cross-functional definition happens early — not downstream.
- Decision ownership is explicit and stable.
- Success criteria are defined before delivery.
- System coherence is treated as infrastructure, not polish.

♥ Where I add the most value:

- Framing complex product spaces before implementation.
- Structuring decisions that shape long-term experience integrity.
- Establishing coherence across growing systems.
- Bridging UX thinking with product accountability.

⚠ Less aligned contexts:

- Execution-only roles with limited decision ownership.
- Feature delivery without defined success criteria.
- UI production detached from product reasoning.

Applied example

Reframing Authentication as a Product Lever

Context

A digital subscription model with measurable activation friction tied to authentication.

Structural Reframe

Authentication was treated as a technical layer.
It was repositioned as a product decision affecting activation, retention and trust.

Core Decision

Shift from password-based access to a password-less model — reducing friction while maintaining perceived security.

Trade-offs

Security perception vs usability
Short-term engineering complexity vs long-term coherence
User education cost vs friction reduction

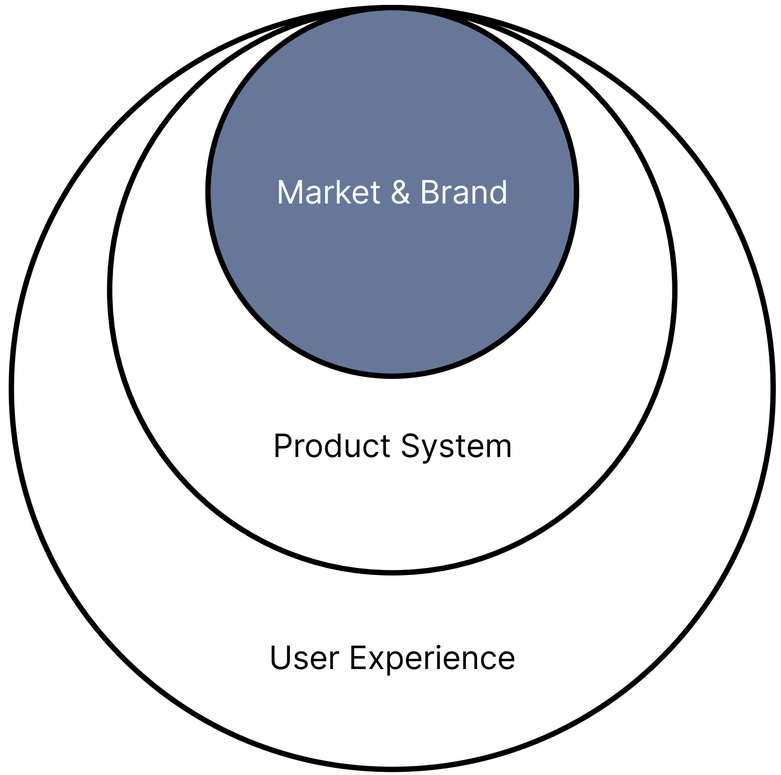
Impact

+14.7% increase in registration completion
−31.8% reduction in password recovery dependency
Improved attribution between authentication experience and subscription activation metrics

Contribution

- UX / Product Lead with product responsibility
- Structural clarity in ambiguous environments
- Design as a bridge between intent and measurable impact

My focus is not only on how interfaces look, but on how product decisions scale.



Experience is where product and brand meet behaviour.

Design as decision infrastructure

Design is not surface execution.
It is how product intent becomes structured, scalable and accountable.

When decisions are framed clearly, coherence compounds, risk decreases, and impact becomes measurable.

My work focuses on building that structure.