Rocío Espinosa

Product Designer Buenos Aires, Argentina

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Product Designer that designs web and mobile experiences that simplify navigation, sharpen information hierarchy, and support faster task completion. Delivered design systems and reusable components that improve consistency across screens and speed developer handoff.

EXPERIENCE

Product Designer · Napsis

Nov 2024 – Present

Full-time

- Redesigned navigation and module structure for 10,000+ users, significantly reducing time-to-information.
- Built a comprehensive design system that improved consistency across 20+ screens and accelerated developer handoff.
- Reduced average task completion time from 3 min to 92 sec — a 49% improvement — through iterative UX improvements.

Product Designer · Janos Eventos

Feb 2024 – Nov 2024

Full-time

- Directed UX research and usability testing for the event invitation flow, pinpointing significant RSVP process pain points and improving the overall user journey.
- Shipped 40+ reusable components; iterated through 3 design cycles validated with 8 users.
- Interviewed 5 users to diagnose onboarding pain points and redesigned the sign-up experience to reduce drop-off.

UI/UX Designer · KonstantKreative

Jan 2023 – Oct 2023

Full-time

- Designed web and mobile interfaces from early wireframes through final UI, improving usability across key product flows.
- Conducted UX research to surface usability issues and informed design improvements before development handoff.

UI/UX Designer · Freelance

Jan 2022 – Nov 2024

Full-time

- Designed responsive web and mobile interfaces, from wireframes to high-fidelity prototypes, for diverse clients.
- Conducted user research and usability testing to validate product flows before development.
- Delivered scalable UI components and documentation to support clean developer handoff.
- Created brand identity systems and marketing assets aligned with product positioning.

UI Designer · INKUA

Mar 2022 – Dec 2022

Internship

- Restructured web pages and mobile applications; contributed to UX research and iterative design improvements.

SKILLS & EXPERTISE

Technical Skills:
- Product Design
- Information Architecture
- Accessibility (WCAG AA)

Product Strategy:
- Design Research Synthesis
- Journey Mapping
- Usability Testing
- A/B Testing

Design Systems:
- Component Library Management
- Component-Based Delivery
- Documentation for Development
- · Production Implementation Review

Tools:
- Figma
- FigJam
- Framer
- Jira
- Notion
- Miro
- ChatGPT
- Codex
- Claude

Collaboration:
- Cross-functional work with engineering, product, and growth teams
- Clean Handoffs
- Fast-Paced Environments

EDUCATION & CERTIFICATIONS

Translation in German — Instituto de Enseñanza Superior en Lenguas Vivas Juan Ramón Fernández — 2019 – 2023

Certificate in User Interface (UX/UI) — Universidad Tecnológica Nacional — 2022

Certificate in User Experience and User Interface (UX/UI) — Ada — 2023

UXCEL Certificates: Design Composition · Design Thinking · UX Design Foundations — 2023

LANGUAGES

Spanish (native) · **English** (professional) · **German** (advanced) · **French** (intermediate)