

# Mario Rocchi

## Senior Product Designer

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### WORK EXPERIENCE

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#### Senior Product Designer at Klarna

Jan 2022 - Sep 2024

- Played a key role in the revamp of the Klarna app, contributing to a ground-up redesign that radically simplified the user experience.
- Led the design of a smoother, scalable, and user-centric settlement flow for Klarna customers across multiple markets, ensuring adaptability to diverse payment methods and product offerings.
- Conducted user research in Sweden, Germany, and the USA, identifying pain points and primary user objectives to inform design improvements.
- Rolled out the new settlement flow by Q3 2024, gathering real-world user feedback to validate and refine the design.

#### Senior Designer at Walmart (via Zemoga)

Aug 2021 - Dec 2022

- Designed seamless shopping flows for key domains like Cart, Checkout, Returns, and In-Store Maps, reducing friction and enhancing convenience for millions of Walmart customers.
- Revamped Walmart's search capabilities to cater to varied use cases, such as differentiating between groceries (e.g., apples) and electronics (e.g., Apple products), ensuring precise and intuitive results.
- Leveraged user data to craft tailored shopping experiences, enabling up-selling and cross-selling opportunities, exemplified by the successful rollout of the Walmart+ membership program.
- Streamlined post-transaction processes, including returns and membership benefits, improving customer retention and loyalty.

#### Lead Product Designer at Hello Insight

Aug 2017 - Mar 2020

- As the first designer, took ownership of the platform's design, covering everything from marketing materials and branding to the website and app. Delivered a cohesive visual identity across all customer-facing assets.
- Created the foundational information architecture, wireframes, and visual design for Hello Insight's app, including the Dashboard, which enabled users to create programs, access data reports, and manage groups seamlessly.
- Designed a responsive website to provide a seamless cross-device user experience and established an internal design library, ensuring consistency across all features and enabling the team to scale efficiently.

### EDUCATION

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#### Bachelor of Graphic Design at Universidad Autonoma del Caribe

Dec 2011

#### Certified UX-PM at UXalliance

Jan 2018