Leticia Magretti
PRODUCT DESIGNER

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Designer with over 8 years of experience in software development and 4 years in UI/UX Design. Creating solutions that integrate user needs with technology, facilitating effective communication between development and design teams. I have significant experience in industries such as car rental, leasing, education, and financial markets.

WORK EXPERIENCE

Jul 2022 - Now
Product Designer
at MJV Technology & Innovation

Promote innovation in the recovery department for a big bank, paying greater attention to the needs of employees by reformulating the data sharing and visualization structure, making the communication process more fluid and efficient. Additionally, I'm assisting the company with internal side projects to validate new initiatives.

- Collaborated closely with the team to establish the visual standards of the current design system, particularly focusing on handoff material.
- Facilitated co-creation sessions, and team-building exercises.

Facilitated the development and execution of a global white-label payment processing project focused on user experience and technology in the banking sector.

- Overhauled metrics and usability goals definition to increase platform adoption.
- Guided the conversion of the Sketch component library to Figma, following updates to facilitate usability for the team.
- Conducted evaluative testing with 10+ participants using Figma, Miro, and OptimalWorkshop.com; synthesized and designed based on findings that reduced the rejection rate of the main user flow by 40%.
- Implemented design system improvements through cross-functional collaboration, leading to a 50% reduction in design revisions and a 25% increase in overall project efficiency.
- Streamlined workflows for 14+ designers to achieve a reduction in project delivery time.
- Optimized a comprehensive style guide and project phase timeline, while collaborating on easy-to-use templates and a streamlined process manual.

Feb 2021 - Jun 2022
UI/UX Designer
at FMX IT Solutions

Played a vital role in the strategic planning and execution of technology projects for B2B clients, resulting in a 30% increase in operational efficiency.

- Created the conceptualization and delivery of live interactive event prototypes for an enterprise training education platform, achieving 400 hours of resource allocation to optimize user experience and maximize company profitability.
- Influenced the redesign of a car rental company's core project to increase usability with squads over three months.
- Suggested a new approach to toll plaza software, increasing 240 hours of service for the company.
- Established usability testing as a step in product development, instituting a user-centered design approach for real estate software that demonstrated 4x higher conversion.

Mar 2020 - Mar 2021
Developer
at FMX IT Solutions

- Managed development services for software in Delphi, Java, and Oracle PL/SQL for B2B projects, from new development to the modernization of existing systems.
- Led maintenance on old and new codes for client's systems, ensuring process improvement and system properly running debugging speed by 15%.
- Drove Delphi developers training and managed a 5-member cross-functional team, measuring team performance.
- Developed a WSDL server to integrate two different systems and facilitate the process of exporting customer products by XML, creating a log control with automatic correction.

EDUCATION / COURSES

2014 - 2017
System Analyses & Development Associate Degree
at Unisal

2022
User Experience Design
at Design Circuit

2023
UI Design Patterns For Successful Software
at Interaction Design Foundation

2023
Design System Advanced
at Design System Bootcamp

SKILLS

User interface design
User experience design
User Research
Product Discovery
Market research
Wireframing
Prototyping
User flows

User Journey mapping
Usability tests
Design System
Visual Design
Handoff
Coding knowledge (delphi, C#, reactJS, javascript, jquery, html, css, oracle

PL/SQL, microsoft SQL server)
Collaboration with the team and developers/engineers.

TOOLS

Figma
Sketch
Miro
Framer

OptimalWorkshop
Google Analytics
UserTesting
Notion

Jira
Adobe Photoshop