

Delfina Paesani Rosello

Product Designer with 5+ years of experience. Currently at Modak, a fintech for families. Sole designer owning end-to-end design across growth experiments, premium monetization, design systems, and AI-assisted workflows. I design, experiment, and build — often shipping to production myself.

EXPERIENCE

Product Designer, Modak

Nov 2024 – Present · Full-time · Remote, Argentina

Fintech app for families — free debit card for kids, allowance, savings goals, premium MoGold tier.

- Designed the **MoGold premium onboarding** that took new-user conversion from ~0% to ~10% in 3 months — by concentrating the value proposition at the card design selection moment instead of distributing it across 27 contextual nudges.
- Led a **referral experiment** (expedited card delivery) that achieved the highest referral rate in company history (4.1% vs 1-2% baseline), and redirected the insight into sustainable features when the mechanic proved CAC-inefficient.
- Rebuilt the **design system (Orion)** from scratch: primitive → semantic → component token architecture, 20+ documented components, tier-based theming, enabling AI-assisted component generation via Claude + Figma MCP and a shared Storybook catalog.
- Shipped 3 production features** built in Lovable without engineering — QR Flyer (2 days), Gifts (1 week), Games (1 week) — validating hypotheses with real users instead of waiting for sprint capacity.
- Designed **27+ contextual conversion nudges** across checkout, transactions, savings, and card management with dynamic copy tailored to each user's payment method and context.
- Led **user research** through surveys, interviews, app store review analysis, and direct outreach. Centralized all insights in NotebookLM accessible to the entire company.

UX/UI Designer, VizExplorer

Apr 2023 – Aug 2024 · Full-time · Remote, USA

Created the design system from scratch, owned UI and usability testing for Player Development tools, and conducted market research to assess the company's value proposition.

UX/UI Designer, Utoppia

Apr 2022 – Apr 2023 · Full-time · Remote, USA

Led end-to-end UX from ideation to handoff. Conducted 60+ user interviews across several countries. Owned multiple projects from start to finish.

Head of Design, Dine.Direct & GoLoco

Mar 2020 – May 2022 · Full-time · Remote, USA

Grew from project designer to leading an 8-person design team (motion and graphic designers). Owned UX/UI for all products and the website.

MENTORSHIP

UX/UI Design Mentor, ADPList

May 2023 – Present · Worldwide

100+ sessions completed. **Top 50** female mentors in UX Research. **Top 100** female mentors in UX Design. Helping folks breaking into product design or switching careers.

CONTACT

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delfinatus.com (Portfolio)

EDUCATION

Product Design

2024 · Edison

Discovery Research

2024 · Edison

Gamification in UX

2022 · Edison

Advanced UX Onboarding

2022 · Edison

Advanced UX/UI Design

2024 · Coderhouse

UX/UI Design

2019 · Coderhouse

International Relations

2015–19 · Univ. Del Salvador

SKILLS

Product & UX

Product Design, UX/UI, Growth Experimentation, A/B Testing, User Research, User Interviews, Design QA

Design Systems

Tokens, component libraries, documentation, tier-based theming

AI Workflows

AI-assisted design-to-code, prototyping, component generation

TOOLS

Figma, Claude, Lovable, Mixpanel, Framer, NotebookLM

LANGUAGES

Spanish: Native
English: Professional