



delfinapaesani@gmail.com



[Linkedin profile](#)



Buenos Aires, Argentina

Education

Product Design

Edison

UX Onboarding

Edison

Discovery Research

Edison

Gamification in UX

Edison

UX/UI Design

Coderhouse

Web Design

Escuela Da Vinci

Graphic Design

Escuela Da Vinci

International Relations

Universidad Del Salvador

Skills

Product Design

Growth Experimentation

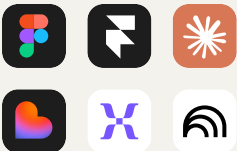
AI-Assisted Design

Design Systems

UX Research

Design QA

Tools



👋 **Hi there!**

I'm Delfina Paesani. Product Designer who designs, experiments, and builds - often with AI.

👁️ Checkout my portfolio: www.delfinatus.com

Work Experience

Modak | Product Designer

Fintech

November 2024 — Present | USA (remotely)

Sole product designer at a fintech for families (debit card for kids, allowance, savings goals, premium tier). Owning design end-to-end across growth, monetization, design systems, and AI tooling.

- Designed the MoGold premium onboarding that took new-user conversion from ~0% to ~10% in 3 months
- Led a referral experiment 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 tokens, 20+ documented components, tier-based theming, enabling AI-assisted component generation via Claude + Figma MCP
- Shipped 3 production features in Lovable without engineering — QR Flyer (2 days), Gifts (1 week), Games (1 week)
- Designed 27+ contextual conversion nudges with dynamic copy tailored to each user's payment method and context
- Led user research through surveys, interviews, app store reviews, and direct outreach. Centralized insights in NotebookLM

VizExplorer | UX/UI Designer

Gaming

April 2023 - August 2024 | USA (remotely)

VizExplorer combines data from different sources to provide insights for the gaming industry.

- 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.

Utoppia | UX/UI Designer

Fintech

April 2022 - April 2023 | USA (remotely)

Utoppia offers users a USD account in the USA and crypto transactions within one app, eliminating the need for travel.

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

Dine.Direct & GoLoco | Head of Design

Food Delivery

March 2020 - May 2022 | USA (remotely)

Dine.Direct is a B2B SaaS company that develops food marketplaces with web and app ordering for local restaurants.

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

Mentorships

ADPList

May 2023 - Present | Worldwide (remotely)

ADPList is a platform offering free mentorship opportunities, connecting industry professionals with those seeking guidance and support.

- +100 sessions completed.
- Top 50 female mentors in UX Research.
- Top 100 female mentors in UX Design.