

DELFINA LABATE

PRODUCT DESIGNER | UX UI DESIGNER



CONTACT

+54 9 1128358239

delfina.labate@gmail.com

Palermo, CABA.

behance.net/delfinalabate

WAYS OF WORKING

Stakeholder Alignment · Cross-functional Collaboration · Proactive Ownership · Adaptability

TECHNICAL SKILLS

Design

Figma · Figma Make · Design Systems · Prototyping

AI

Claude · AI Assisted UX workflows

Frontend

HTML5 · CSS3 · Responsive Design · Developer Handoff

Analytics

Google analytics · Conversion funnels

UX

Userflows · Journey mapping · Edge cases

LANGUAGES

- English (B2)



PROFILE

Product Designer with **5+ years** of experience designing end-to-end digital products for **web and mobile**. Specialized in building scalable design systems, optimizing conversion flows, and translating complex functionalities into intuitive user experiences. I integrate **AI tools** like Figma Make and Claude into my workflow to move faster without losing quality. Comfortable working with cross-functional teams in fast-paced environments.



WORK EXPERIENCE

Product designer 2025 - 2026

Qurable

Client: SKY Airlines

- Redesigned checkout flows for web and mobile, reducing friction across key conversion steps
- Designed end-to-end experiences covering complete user flows and edge cases
- Extended and maintained the design system to support scalable, consistent solutions
- Collaborated cross-functionally with product and engineering throughout the entire process
- Leveraged AI tools (Figma Make, Claude) to speed up design processes

Client: Pomelo

- Led UX/UI design of an embedded (iframe) solution, integrating the core product into Pomelo's platform
- Translated complex fintech logic into scalable UX patterns, balancing product goals with technical constraints
- Enabled loyalty campaign management within client workflows
- Partnered with engineering to ensure smooth and accurate implementation
- Leveraged AI tools (Figma Make, Claude) to accelerate design workflows

Product designer 2022 - 2024

Cocos Capital

- Led end-to-end user research (interviews, usability testing, surveys) to surface pain points and inform product decisions in a regulated fintech environment
- Built user personas and journey maps to align the team around real user needs and behaviors
- Defined design requirements alongside product managers and developers, ensuring solutions met both user and business goals
- Facilitated design reviews and presented decisions to stakeholders with clear rationale
- Applied accessibility best practices across all product touchpoints

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WORK EXPERIENCE

Visual designer

2022 - 2022

Garaje de Ideas

Client: Galicia Bank

- Designed and iterated website prototypes and responsive flows in Figma
- Applied pixel-perfect execution using auto layout and reusable components
- Collaborated closely with the product owner to align design with business needs

UX UI Tutor

2021 - 2022

Coderhouse

- Mentored students throughout the UX/UI course, providing feedback on challenges and projects
- Delivered complementary lectures to reinforce core design concepts

UI Designer

2021 - 2022

One True North Partners (USA - Freelance)

- Led end-to-end UX/UI design for websites and mobile apps, from research to high-fidelity prototypes
- Conducted benchmarking and UX research to align design decisions with user needs and client goals
- Applied Design Thinking and DCU methodologies throughout the process
- Implemented UX writing to improve clarity and usability across interfaces
- Created branding assets and defined visual identity guidelines
- Worked closely with developers daily to ensure accurate implementation

UX/UI Designer

2019 - 2021

Rolling Code

- Designed the information architecture for an eCommerce platform, ensuring intuitive navigation across categories and products
- Built responsive layouts covering desktop, tablet, and mobile breakpoints
- Ran usability tests with real users to identify friction points and iterate on solutions

EDUCATION

Degree in Multimedia and Interaction Design
UADE

In progress