

Carolina Totaro

Senior Product Designer

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Senior Product Designer with 10+ years of experience in digital design and 6+ years leading end-to-end product design for fintech, enterprise organizations, and B2B platforms. Specialized in Product Discovery, user research, and designing complex digital experiences, collaborating with Product, Engineering, and Business teams to turn problems into high-impact solutions. I've led initiatives from the ground up through launch and designed products used by thousands of users, translating insights into decisions that improve experience, operational efficiency, and business goals.

CORE CAPABILITIES

Product Strategy & Discovery

Discovery · Product Thinking · Problem Definition · Feature Prioritization · Roadmap Collaboration · OKRs · KPIs

Research & Validation

User Interviews · Usability Testing · User Journey Mapping · Personas · Information Architecture · Benchmarking · A/B Testing

Product Design

Interaction Design · Wireframing · Prototyping · Design Systems · Design QA

Collaboration & Leadership

Workshop Facilitation · Stakeholder Management · Cross-functional Teams · Agile/Scrum

EXPERIENCE

Experience Designer – Bilingual | Salesforce

Concentrix | 08/2025 – Present

- Led cross-functional workshops with Product and Engineering teams to identify pain points and align on solution definition across Sales, Support, and Operations workflows.
- Built end-to-end User Journey Maps, identifying improvement opportunities that expanded the scope initially defined by the Product team.
- Redesigned workflows used by 2,000+ internal users, simplifying critical processes and reducing operational friction.
- Facilitated Design Charrettes to align UX practices criteria and strengthen collaboration across multidisciplinary teams.
- Translated research insights into development-ready product solutions.

Senior Product Designer

UIN – Startup B2B – Gamified Solutions for Fintech | 11/2024 – 08/2025

- Led the design of three B2B products from Product Discovery through MVP delivery, defining the value proposition and leveraging insights from n1u on loyalty and engagement into fintech solutions.
- Defined the information architecture and functional structure for each product alongside Business, Sales, and Engineering stakeholders.
- Designed the ecosystem's core backoffice, facilitating ideation and feature prioritization workshops.
- Translated business opportunities into viable digital solutions, balancing user needs, business goals, and technical feasibility.

Key Products:

1. **Gaming Hub:** API-integrated platform enabling fintechs to offer discovery and redemption of digital goods.
2. **GET (Gamification Engine Technology):** gamification engine with missions, streaks, and rewards, turning financial transactions into interactive experiences.
3. **Tokenized Loyalty:** virtual-currency-based loyalty system enabling users to earn and redeem tokens within the ecosystem.

EXPERIENCIA

Senior UI/UX Designer

n1u – Digital Wallet | 06/2023 – 11/2024

- Identified an 87% onboarding drop-off (16,000 downloads vs. 2,000 completed sign-ups), turning the finding into a strategic priority for the Product team.
- Led high-impact UX/UI improvements on the production version while contributing to the product's full redesign under a dual-track approach.
- Defined personas, User Journeys, and User Flows from scratch, collaborating with CX, Marketing, and Operations teams to lay the foundations of the experience.
- Rebuilt and documented the product's real flows in Figma, aligning Design, Product, and Development.
- Applied Design Thinking and validated solutions with real users during the Friends & Family beta program, incorporating feedback before launch.

Senior UI/UX Designer

DIRECTV | 10/2021 – 06/2023

- Led the redesign of a key interactive channel for DIRECTV LATAM, acting as design lead and working closely with Product and Technology to define the evolution of the experience.
- Identified an operational improvement opportunity and designed an Admin Tool that let the Content team manage the channel with greater autonomy, reducing dependency on Development.
- Facilitated workshops, developed functional documentation, and trained Content teams to drive adoption of the new tool and strengthen their ownership of the product.
- Collaborated on digital experiences for strategic initiatives, including the interactive World Cup application alongside DGO's UX/UI team.
- Mentored the SKY Brazil Design team through the redesign of their interactive channel, adapting UX best practices to the Brazilian market's needs.

UI Designer / Production Artist - Ford

Wunderman Thompson | 03/2019 – 10/2021

- Designed and produced static and animated banners in HTML5, CSS3, and JavaScript.
- Prototyped UX/UI for landing pages.

EDUCATION

Graphic Design

Universidad de Buenos Aires (UBA – FADU) | 2006 – 2014

CERTIFICATIONS

UX/UI Design – Coderhouse

Sketching for UX Designers – Udemy

First Certificate in English (B2) – Cambridge

LANGUAGES

Spanish (Native) | English (B2)

TOOLS

Design & Prototyping

Figma · FigJam · Adobe Creative Suite (Photoshop · Illustrator · InDesign) · HTML5 · CSS3 · JavaScript

AI & Productivity

Gemini · Claude Code · Notebook LM · v0 · Lovable · Figma AI

Collaboration & Product

Jira · Confluence · Notion · GA4