

Melanie Bello

Senior Product Designer - Fintech & Complex Financial Products

Buenos Aires, Argentina | Open to relocation to the Netherlands

Phone: +54 9 11 7044 6177

Email: melanie.bello.ux@gmail.com

LinkedIn: linkedin.com/in/melaniebello

Portfolio: [portfolio URL]

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience designing end-to-end financial products across neobanking, B2B payments, and digital banking. Specialised in high-complexity, multi-step flows where business rules, user understanding, and regulatory constraints intersect. Proven track record of improving conversion rates and reducing user drop-off through structured discovery, user research, and iterative design. Experienced working in distributed international teams and collaborating daily in English with stakeholders across the US and Latin America.

EXPERIENCE

Senior Product Designer

Tenpo | Chilean neobank, 1M+ users - Mobile App

Jun 2023 - Present | Remote

- Owned end-to-end product design across multiple financial domains including credit, insurance, refinancing, prepaid card, fraud, risk, investments, and personal finance.
- Increased secured credit card onboarding completion from 3% to 12% by redefining the product model around progressive activation, lower entry barriers, and earlier value communication, then translating that strategy into a redesigned onboarding journey.
- Reduced drop-off at the initial deposit step from 60% to 35% by clarifying the guarantee model, lowering perceived friction, and making the path to real credit more tangible for users.
- Increased life insurance conversion from 1% to 3% through flow simplification, stronger messaging, and improved activation logic.
- Worked across interconnected product surfaces and constraints, balancing user understanding, business goals, and operational realities in complex multi-step flows.

Senior Product Designer (Part-time Contract)

Interbanking | B2B payments platform - Argentina's leading corporate banking hub

Sep 2024 - Sep 2025 | Remote

- Led product design for the payments area, helping companies manage multiple bank accounts and payment operations in a single platform.
- Redesigned the bulk utility payment flow using KLM task analysis, estimating a reduction from 40 minutes to under 5 minutes for processing 50 payments - an 87% time saving.
- Designed scalable solution supporting up to 300 services per single operation, reducing operational friction for high-volume accounts payable workflows.
- Collaborated closely with product and operational stakeholders on complex workflows, business rules, edge cases, and scalable service logic.

UX Designer

Media.Monks | Global digital agency - Client: The Climate Pledge (Amazon, US)

Mar 2022 - Jun 2023 | Remote

- Designed UX/UI improvements for Amazon's The Climate Pledge ecosystem, including the public website and Passport, a private platform for member companies.
- Collaborated daily in English with US-based stakeholders across multiple surfaces and business priorities.
- Helped drive 85% monthly active usage on the Passport platform by identifying friction points, refining interaction patterns, and improving usability under technical constraints.

- Increased public Join Form completion by 18%, improving conversion among companies interested in joining the initiative.
- Resolved 120+ WCAG 2.1 accessibility issues, improving consistency and reducing engineering correction cycles by 20%.

Product Designer

Globant | Global technology studio - Client: BBVA Argentina

Jul 2021 - Feb 2022 | Buenos Aires, Argentina

- Led the redesign of BBVA's insurance web experience, simplifying complex customer journeys and improving clarity across multi-step flows.
- Designed and validated online insurance quote flows launched on the website, supporting digital lead generation and reducing reliance on manual acquisition.
- Conducted 30 in-depth user interviews segmented by company size and transaction volume, uncovering a key behavioral split between enterprise and SME users that helped reshape the product roadmap.

UX/UI Designer

Ego Agency | Digital agency - Client: Banco Supervielle

Jul 2020 - Jul 2021 | Buenos Aires, Argentina

- Worked on digital banking initiatives including time deposits, claims journeys, and business onboarding flows.
- Diagnosed a low-performing business onboarding funnel through heuristic analysis and Hotjar session review, identified major friction in the legal documentation step, and translated findings into implemented UX improvements that increased task success and reduced abandonment.

SKILLS

Design Practice

End-to-end product design, UX strategy, information architecture, interaction design, prototyping, usability testing, design systems, accessibility (WCAG 2.1)

Research Methods

User interviews, usability testing, heuristic analysis, KLM task analysis, funnel analysis, session replay (Hotjar, UXCam), A/B testing

Frameworks & Methodologies

Design Thinking, Jobs-to-be-Done (JTBD), Lean UX, Agile, Scrum

Tools

Figma, FigJam, Framer, Miro, Maze, Clevertap, Google Analytics, Hotjar, UXCam, Jira, Notion

EDUCATION

Postgraduate Diploma in UX Research

University of Belgrano, Buenos Aires, Argentina | 2023

Bachelor's Degree in Design and Visual Communication

National University of Lanus, Buenos Aires, Argentina | 2020

LANGUAGES

Spanish: Native

English: C1 - Cambridge CAE Certified

Dutch: Beginner / actively learning