

ANDRÉS CARDIGNI

Lead Product & UX/UI Designer

Rosario, Argentina

[Email](#)

[LinkedIn](#)

[Web](#)

PROFESSIONAL SUMMARY

I didn't start in digital. My background in industrial and graphic design gave me something most UX/UI designers don't have: I know how things get made, and I know how to talk to the people who make them.

For the last 5 years I've been leading UX/UI and product design in fintech — building design systems, owning provider integrations, and shipping with dev teams. I close the gap between design and engineering. I work directly with CEOs, dev leads, and external providers. I stay close to production because that's where the real decisions happen.

WORK EXPERIENCE

GOAT — Lead Product & UX/UI Designer *Mar 2023 – Present*
Fintech / Payment Service Provider (PSP)

GOAT is the PSP behind the Rebit ecosystem — the financial infrastructure powering payments, collections and business services. In this role I shifted from UX/UI execution to product ownership, working directly with the CEO to define strategy and with the dev lead to ship it.

- Led the end-to-end design of Rebit Comercios — a QR and card payment solution for merchants, built from zero, now the primary revenue driver of the platform.
- Owned integrations with external providers (Prisma, TAPI, RedLink): attended provider meetings, translated technical requirements into flows, and handed off to development with full documentation.
- Prisma replaced RedLink mid-process based on integration feasibility — a decision made in collaboration with the CEO and dev lead.
- Led a UX/UI team of 4 designers while coordinating parallel workstreams with the frontend lead and 3–4 developers.
- Maintained and evolved the design system across B2B (Merchant) and B2C (Wallet) platforms.

Key result: During this period the platform grew from 10 to 20 B2B clients and monthly revenue scaled from ~200M to over 1.5B ARS.

Rebit — UX/UI Lead *Jan 2022 – Feb 2023*

Fintech / Digital Wallet

Joined when the product was called Brik Federation. Led the full rebuild: new name, new brand, new design system, new workflows.

- Rebuilt the product from zero: renamed, rebranded, and redesigned the full Rebit ecosystem.
- Built the design system and applied it to the web wallet first, then expanded to the mobile app.
- Moved the team from zero documentation to pixel-perfect handoff with development — design became a binding reference, not a suggestion.
- Designed simultaneously for desktop (B2B admin panels) and mobile (B2C wallet), including onboarding, P2P transactions, and CVU management.

Corporación Cápsula — Lead Designer *Feb 2021 – Dec 2022*

Tech-Financial Holding

Corporación Cápsula was a holding built around a vertically integrated model: renewable energy → Bitcoin mining → fintech. Everything had to be designed from zero under investor pressure and tight deadlines.

- Led a team of 2 graphic designers and 1 UX/UI designer.
- Designed brand identity, web, pitch decks, event presence (Virtuality San Juan 2022), and merchandise.
- Produced full 3D renders of the project vision to communicate a complex multi-stage business to non-technical investors.
- Redesigned mining hardware cases for liquid cooling submersion — directly applying industrial design expertise.

The company later pivoted, becoming GOAT and narrowing its focus exclusively to the financial layer of the original model.

Freelance — Graphic Designer *Jan 2019 – Dec 2021*

Started with brand identity work for external clients. As I moved into product roles, this evolved into directing the visual identity of the products I was leading — working with and guiding design teams rather than executing alone.

Freelance — Industrial Designer *Sep 2015 – Jan 2020*

Designed and produced furniture, plastic parts, and commercial spaces. Managed the full product lifecycle from parametric modeling to client delivery. Applied DFM principles, modular systems, and parametric design (Grasshopper) — establishing a rule-based, data-driven design mindset now applied to design systems.

SKILLS

UX/UI & Product: User Flows & Prototyping, Information Architecture, Design Systems, Provider Integration Design, MVP Definition & Scoping

Product & Leadership: Product Strategy, Cross-functional Team Leadership, Developer Handoff & QA, Stakeholder & CEO Communication

Tools: Figma, Framer, Adobe Illustrator, Photoshop, Premiere, Jitter, Rhino, Grasshopper, Keyshot, Notion, Trello, Linear, Claude Code, Google AI Studio

EDUCATION

Industrial Designer — Universidad Nacional de La Plata *2010 – 2016*
Electromechanical Technician — E.E.S.T. N°1 Don Luis Busalleu

CERTIFICATIONS

Parametric Design & Modeling (Grasshopper) — CADEMY *2021*
Brand Identity and Strategy — IE Business School / Coursera *2020*

LANGUAGES

Spanish: Native | **English:** B2 — Professional working proficiency, actively improving