

ANDRÉS CARDIGNI

Lead Product & UX/UI Designer

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PROFESSIONAL SUMMARY

Product designer with 5 years leading UX/UI and product in fintech. I design end-to-end for B2B and B2C platforms in production: scoping, flows, design systems, developer handoff, and QA against the implementation. In my current role the platform grew from 10 to 20 B2B clients and monthly revenue scaled more than 7x.

I work close to both the business and engineering: I owned integrations with external providers, translating technical requirements into flows, and validated proposals directly with the people using them, iterating on what actually broke in production. I bring AI tools into the process — agentic prototyping with Claude Code and Google AI Studio — to explore ideas and move faster, with judgement about what is worth delegating and what is not. Before digital I worked in industrial and graphic design, and I still design brands and visual identities.

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 merchant 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 card and payment 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 the technical lead.
- Validated flows with real merchants in production and adjusted the design based on what actually broke, prioritizing alongside the product team.
- Led a UX/UI team of 4 designers, 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: renaming, rebranding, and full redesign of the Rebit ecosystem.
- Built the design system and applied it to the web wallet first, then expanded it 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 projects for external clients. As I moved into product roles, this evolved into directing the visual identity of the products I was leading — working with 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 I now apply to design systems.

SKILLS

UX & Product: End-to-End Design Process, Information Architecture, User Flows & Prototyping, User Validation & Qualitative Iteration, Visual & Interaction Design, Provider Integration Design, MVP Definition & Scoping

AI Applied to Design: Agentic prototyping with Claude Code and Google AI Studio, prompt design to generate and explore UI, judgement on what to delegate to AI, UI for agentic experiences

Systems & Delivery: Design Systems (components, variants, reusable patterns), Developer Handoff & QA against implementation, Working with Product and Engineering teams, Cross-functional Team Leadership

Brand & Graphic: Brand Identity, Visual Systems, Pitch Decks, Packaging, Web & Social Collateral

Tools: Figma, Framer, Adobe Illustrator, Photoshop, Premiere, Jitter, Rhino, Grasshopper, Keyshot, Notion, Jira, Trello, 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

Google UX Design Professional Certificate — COURSERA *2022*

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