

Magali Solle

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Product Designer with 6+ years of experience designing SaaS, fintech, and digital platforms. Specialized in end-to-end product design, from research and product strategy to wireframes, prototyping, and design systems.

WORK EXPERIENCE

Freelance, Senior Product Designer

Oct 2025/Current

- Designed the MVP experience for an AI-powered web app that turns reading highlights into actionable insights.
- Redesigned and developed a full company website from design to production.

Rootstrap, Product Designer

Mar 2025/Oct 2025

Dinksmart:

- Designed the 0→1 MVP product experience for a US-based pickleball platform.
- Led the design of a React Native mobile app, ensuring design consistency through close collaboration with developers.

Go! Coaching:

Designed a responsive web platform with two distinct user experiences for loan officers and coaches, supporting a B2C coaching model.

Payana, Product Designer

Feb 2024/Jan 2025

- Redesigned key flows for a B2B payments and collections platform through responsive web design.
- Applied user research methods to validate decisions and improve the overall user experience.
- Collaborated on the integration following the acquisition of Higo (Mexico).
- Contributed to the platform's transition into a SaaS product.

IOL Inversiones, Product Designer

Nov 2022/Feb 2024

- Contributed to the transition from IOL to IOL Inversiones, redesigning key investment experiences.
- Designed features for the crypto investment product, helping expand the platform's offering.
- Adapted multiple investment flows from web to mobile app (Cauciones, Simple Portfolio).
- Proposed UX improvements focused on increasing conversion and product adoption.

Gold Media Tech, UX/UI Designer

Aug 2021/Nov 2022

- Redesigned key learning flows for the Playgarden education platform.
- Created UX structures, wireframes, and high-fidelity interfaces for new product features.
- Collaborated closely with developers to ensure accurate implementation.

CODERHOUSE, Tutor UX/UI Design

Sep 2021/Dec 2021

- Mentored students in UX/UI design fundamentals

NORWEGIAN, Flight attendant & Coordinator

Oct 2018/Oct 2020

Started as a flight attendant and later took on a dual role, splitting my time between cabin crew duties and airport coordination.

LATAM AIRLINES, Check in Agent

Jul 2017/Oct 2018

- Passenger check-in and customer service at the airport counter.

WOBIZ, Web Designer

Feb 2016/Aug 2018

- Designed user interfaces and layouts for a website builder platform similar to Wix
- Created prototypes, UI components, and information architecture structures

Governmental Control Agency (AGC), Public Service Representative

Mar 2012/Jul 2017

- Managed flagged administrative files and advised citizens on complex regulatory procedures.

LANGUAGES

Native **Spanish** · Professional **English (C1)**

EDUCATION

University of Buenos Aires (UBA)

Mar 2012/Jul 2017

Bachelor's Degree in Graphic Design

SKILLS

User Research · Visual Design · Design System · UX/UI Design · Usability Testing · User Interviews · Responsive Web Design · Design Thinking · Lean UX · Prototyping · Copywriting · Wireframing · Accessibility · Figma · FigJam · Cursor · HTML · CSS · Jira · Adobe Illustrator · Adobe Photoshop · After Effects · Canva · Amplitude · Google Analytics · Hotjar