

Magalí Olmedo

Product Designer

Málaga, Spain (remote or hybrid) · dgmagaliolmedo@gmail.com · +34 663 376 350

Portfolio: olmedomagali.netlify.app · LinkedIn: linkedin.com/in/dayanamagaliolmedo

SUMMARY

Product designer with six years across fintech, IoT and B2B/SaaS, and a graphic design background. I design products end to end, from research to developer handoff, and build the design systems and AI-assisted workflows that let teams ship faster. I often join companies when the brand is changing, and carry that identity into the product without flattening it. Currently Product Designer at Airzone; previously the sole designer of Cencosud's digital wallet.

EXPERIENCE

Product Designer

May 2025 – Present

Airzone Control · European IoT company, a leader in HVAC control · Málaga, Spain

- Designed the **next-generation smart wall thermostat**, merging two products (climate and air quality) into one 480×480 px touch interface: interaction rules, UI and design system, from concept to handoff.
- Turned engineering specs and hardware constraints into product decisions, backed by user tests, the Light+Building fair and the real hardware. Now in 10+ countries and 9 languages.
- **Design system architect** after a company-wide rebrand: defined the three-tier token architecture (primitive, semantic, component) serving three websites, two apps and two embedded interfaces.
- **Built AI-assisted design operations**: custom Claude skills for legacy component migrations, variable audits across thousands of nodes and library diffs, each run closing with decisions for review.
- **Cut landing page handoff from several days to under one** across ~75 pages and ~174 components, shipping to three dev teams in packages tagged by what they block, with no impact on live pages.
- Responsible for the websites (product pages, support, a platform for installers and engineers) and the consumer app; contrast audits on real token values surfaced two European accessibility blockers.

UX/UI Designer

Oct 2022 – Mar 2025

OneInfo Consulting · Client: Cencosud (Cencopay digital wallet, fintech) · Americas, remote

- **Sole product designer** (UX/UI) in a squad with front-end, back-end and QA for Cencopay, a new digital wallet inside Cencosud's credit card app in Argentina (iOS, Android and web), from research to handoff.
- Shaped one product for two audiences: card customers adding the wallet, and new users opening an account with just their ID. A "Your products" home shows each user only what they have.
- Shortened and clarified wallet onboarding: **30% lower sign-up drop-off and 20% more sign-ups** in the first month (internal product study). The app has since passed 1M downloads on Google Play.
- Turned a brand manual into a **design system built from the atoms up** (+50% component reuse) and delivered it in two stages: a fast 2023 launch, then the full 2024 rebrand to Cencopay.
- Ran usability tests, first internally and then with real customers, and proposed swipe-to-pay for QR payments to prevent accidental payments.

EXPERIENCE (CONTINUED)

Graphic & Digital Designer

Aug 2021 – Oct 2022

Antares Craft Beer Brewery · Argentina

- Kept the brand consistent across digital product and marketing; updated brand guidelines and UI assets.

Digital Designer

Jun 2020 – Aug 2021

Sifactura · SaaS platform · LATAM, remote

- Designed product interfaces and reusable components; precise specs cut redesign time by 30%.

SKILLS

Product design: end-to-end product design, user research, usability testing, user flows, information architecture, wireframing, prototyping, interaction design, design QA on real devices.

UI and visual design: user interface (UI) design, visual design, responsive and mobile-first design, mobile apps (iOS, Android), embedded touch interfaces, typography, iconography, brand identity, motion.

Design systems: design tokens, token architecture, component libraries, Figma variables and modes, atomic design, multi-platform theming, dark mode, accessibility (WCAG).

Design operations: AI-assisted workflows (custom Claude skills), audits and migrations at scale, documentation and governance.

Collaboration: developer handoff, Agile (Scrum, Kanban), cross-functional work with product, engineering and UX writing, localization.

Tools: Figma (variables, components, plugins), Adobe Creative Suite, After Effects, Lottie, Sketch, Notion, Claude (AI workflows).

EDUCATION

Degree in Graphic Design · Escuela de Artes Visuales Martín A. Malharro, Argentina · 2015 – 2022

University Diploma in User Experience (UX) Design · UNICEN (Universidad Nacional del Centro de la Provincia de Buenos Aires), Argentina · 2021

LANGUAGES

Spanish (native) · **English** (B2, upper-intermediate) · **German** (beginner)