



GIANFRANCO CHIAPPE

Senior Product Designer

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ABOUT ME

Senior Product Designer with 8+ of experience in e-commerce, shipping, and fintech products across web and mobile. Strong in end-to-end UX, user research, personas, journey mapping, and high-fidelity UI in Figma, with design systems and close engineering collaboration.

PROFESSIONAL EXPERIENCE

Creative Director – Audiovisual & Experience Design (Sept 2024 – Currently)

- Digital Experiences (UX + AI): Exploration of concepts for digital experiences, integrating UX processes with AI in the ideation/discovery, design, iteration, and development of solutions. (GPT, QoQo, Dovetail, Relume, Google Stitch, Figma Make, Claude)

- Immersive Experiences: Development of installation and experimental projects within the framework of the Master's Program in Electronic Arts at UNTREF, exploring the relationship between technology, image, space, and audience.

Senior Product Designer at Mercado Libre (Oct 2017 – Sept 2024)

Designed end-to-end product experiences across Mercado Libre's Shipping and Fintech units for enterprise, B2B, and consumer users on web and mobile. Owned the full UX process — research, synthesis, user journey mapping, and high-fidelity interactive prototyping — translating evidence-based insights into personas, flows, and responsive interfaces. Applied layout, typography, and modern front-end considerations to ensure designs were scalable and technically feasible across multiple workstreams. Anticipated constraints, proactively identified opportunities for improvement, and collaborated closely with development teams.

Strengthened team design practice by organizing UX talks and knowledge-sharing sessions on accessibility and motion design, and mentoring junior peers on team processes and craft standards.

Fintech (Mercado Pago):

- In-store Payments: Delivered Argentina's first in-store QR payment network, reaching 14M+ payers since launch in 2018. Managed regulatory approvals including PIX in Brazil.

- **Transportation:** Built in-store payment B2B integrations for transit cards (SUBE in Argentina, Bilhete Único in Brazil), parking (Aerolineas Argentinas, Zona Zul in Brazil), Shell Box fuel top-ups, and Starbucks Rewards point loading.
- **Food Delivery:** Led seller experience side of a Food Delivery MVP in Brazil, now working in Argentina, aligning workflows with operational and business needs.

Shipping (Envios Full): Conducted research across distributed fulfillment centers and designed workflows and responsive interfaces in Figma for the internal Warehouse Management System (WMS) handling 2M+ packages across 7 countries. Ran workshops, validated solutions with operators, and collaborated with engineering to improve efficiency, dispatch accuracy, cross-marketplace and routing experiences.

Product Designer at Minami (May 2017 – Oct 2017)

- Delivered end-to-end product design for mobile and desktop client engagements, translating user needs and business objectives into clear flows, responsive interfaces, and implementation-ready UI.
- Designed responsive web and mobile experiences, producing high-fidelity screens with detailed typography, layout, and interaction states to support functional, polished customer journeys.
- Built and maintained reusable Figma components and patterns to improve consistency across surfaces, and prepared developer-ready specs to support efficient handoff to engineering.
- Presented design rationale to stakeholders, incorporated feedback quickly, and iterated under tight timelines to drive clarity through changing requirements and ambiguity.

EDUCATION

Magister in Electronic Arts at UNTREF

Apr 2025 – Apr 2027

BFA, Multimedia and Interactive Design (HCI) at UADE

March 2013 – Oct 2019

Computer Science at Colegio Esteban Echeverria

March 2008 – Dec 2012

SKILLS

Product Design, User-Centered Design, User Research, Storytelling, Accessibility, Design System, Wireframing, Prototyping, Interaction Design, Visual Design, UI, Motion Design, Figma.

Proactivity, Adaptability, Problem Solving, Attention to detail, Agile & Iterative Design, Collaboration, Communication, Stakeholder Management, Mentorship.