

# Rogger Pesantes

## Product Designer | Fintech • SaaS • Data-Driven Platforms

Remote (LATAM) | US Time Zones

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**Product Designer with 8+ years of experience** designing and scaling web-based products for fintech, SaaS, and data-driven platforms. Focused on end-to-end product design, simplifying complex workflows, and making sound tradeoffs between user needs, business goals, and technical constraints in close collaboration with product and engineering teams.

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## CORE SKILLS

**Product Design:** Information Architecture, Complex & Data-Heavy Workflows, Design Systems

**Web & Growth:** Conversion-Focused Web Design, Marketing & Landing Pages

**Collaboration:** Cross-Functional Collaboration, Agile Environments, Remote Work

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## PROFESSIONAL EXPERIENCE

### Product Designer (Freelance)

Ecuador, Dec 2024 – Present

- Owned end-to-end design for product and growth-focused websites, from problem framing through launch and iteration.
- Partnered with founders and engineers to define scope, prioritize features, and make tradeoffs under tight timelines.
- Designed scalable systems and high-fidelity prototypes to support conversion-critical flows and efficient development handoff.

### UX/UI Designer — TRD

Ecuador, Mar 2021 – Nov 2024

- Designed and shipped web-based products and internal tools for finance and data-driven platforms.
- Contributed to discovery, information architecture, and experience strategy for complex workflows.
- Collaborated closely with product, engineering, and marketing teams in agile environments.

## **Senior Visual Designer — Centro de Competitividad e Innovación**

**Ecuador, Apr 2018 – Dec 2019**

- Designed websites, landing pages, and digital assets for innovation and marketing initiatives.
- Collaborated with marketing teams to deliver brand-aligned digital campaigns.

## **Art Director — Celmedia / Selnet**

**Ecuador, Jan 2012 – Dec 2014**

- Led design teams (4–8 designers) and creative direction for websites and digital campaigns.
- Collaborated closely with developers to define functional and technical requirements.

## **Junior Art Director — Norlop JWT**

**Ecuador, Jan 2007 – Jan 2010**

- Contributed to integrated campaigns and digital/print assets; promoted from intern to Junior Art Director.

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## **EDUCATION**

**Master in Design and Product Development** — Escola Universitària de Disseny i Enginyeria de Barcelona, Spain

**Bachelor in Graphic Design and Visual Communication** — Universidad Casa Grande, Ecuador