

Fernando Vergel

Product Designer (UX/UI + Product-Led Growth + AI Vibe Coding)

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Professional Summary

Product Designer with 5+ years in digital / web design, including 2+ years in hands-on product design for fintech and SaaS platforms. Comfortable working closely with dev, QA, and BI teams in fast-paced teams from research to handoff. Integrated accessibility and usability standards into every flow, applying WCAG guidelines and iterating fast in early-stage builds. Created accessible, data-informed, and growth-oriented solutions to reduce friction. I use AI tools to accelerate prototyping and support product discovery.

Core Competencies

- **Product / Research:** surveys, benchmarking, competitive analysis, stakeholder reporting.
- **UX / UI:** user flows, information architecture, wireframes, high-fidelity prototypes (Figma/Lovable), design systems/UI kits, documentation, handoff.
- **Accessibility:** WCAG compliance (contrast, keyboard focus, navigation, forms).
- **Technical Awareness:** familiar with HTML/CSS/JS to anticipate constraints and support dev collaboration.
- **Validation & Optimization:** defining success metrics, reducing friction, iterative improvement.

Experience

Product Designer | No Country

September 2025 – March 2026

Buenos Aires, Argentina (Remote)

Directed product design strategy and information architecture for Fintech and LegalTech MVPs.

- Led end-to-end UX for Fintech/LegalTech MVPs, benchmarking LATAM standards to optimize critical user flows.
- Engineered automated data flows via webhooks and metadata mapping to ensure data integrity.
- Streamlined CRM and onboarding architecture via research-driven UX Writing to minimize user cognitive friction.
- Unblocked delivery via lean trade-offs and actionable backlogs, ensuring seamless handoff.

Product Designer | Play Attention Argentina

April 2025 – May 2025

Buenos Aires, Argentina (Remote)

Owned the product design of a live MVP built in 5 weeks (dashboard + CRM + landing) for 3 user roles.

- Integrated AI-driven research and prototyping into early-stage UX workflows to accelerate narrative and design.
- Coordinated with stakeholders and developers to align UX decisions with business goals.
- Reduced design–dev iteration cycles by ~50% through rapid prototyping and feedback loops.
- Architected role-based user flows and comprehensive documentation to ensure full alignment across stakeholders.

Product Designer | Elite Language Services

April 2024 – September 2024

Florida, US (Remote)

Redesigned a language services platform to improve conversion, accessibility, and dev alignment.

- Redesigned the lead acquisition funnel for an interpretation platform, optimizing user flows to drive conversion

- Boosted conversion by +40% via IA restructuring, ensuring 98% WCAG accessibility across critical journeys.
- Produced dev-ready documentation, achieving 95% alignment between design and .
- Introduced Scrum to the design workflow, reducing friction and accelerating iteration cycles.

UX/UI Designer | No Country

October 2023 – August 2024

Buenos Aires, Argentina (Remote)

Redesigned and delivered MVPs across four web platforms with short-cycle teams, streamlining UX delivery and improving team output.

- Designed and shipped multiple MVPs under tight deadlines prioritizing critical user flows to validate core product hypotheses.
- Built responsive navigation and reusable UI kits to ensure design consistency across projects.
- Improved handoff quality by ~50% working with standardized components and flows.
- Leveraged secondary research and rapid prototyping to clarify complex product requirements, reducing ambiguity in early design stages.

Education

- **Google UX Design** | Coursera (*August 2022 – November 2023*)
- **Product Design** | Coderhouse (*September 2022 – July 2023*)

Certifications

- **Secure AI/ML-Driven Software Development** | The Linux Foundation (*December 2025*)
- **AI Workflow Fundamentals** | BIG School (*September 2025*)
- **Growth-Driven Design** | HubSpot Academy (*October 2024*)
- **Scrum Fundamentals Certified (SFC)** | Scrum Study (*December 2023*)
- **Brain Computer Interfaces** | P4H Bionics (*August 2023*)
- **C1 Advanced English Certification** | EFSET (*March 2023*)

Skills

AI-Driven Prototyping, Design Strategy, Agile Methodologies, UX Research, AI Research Analysis, Prompt Engineering, Product Thinking, Growth Design, Cross-functional Collaboration, AI Security, Accessibility, Wireframing, Vibe Coding, Vibe Designing.

Tools

Figma, Marvel App, Google Forms, Useberry, Photoshop, Inkscape, ClickUp, Lovable, Emergent, Make, Perplexity, NotebookLM, ChatGPT, Gemini, Antigravity, Gamma.

Languages

- **Spanish:** Native
- **English:** Conversational