

BENJAMÍN BLANCO

Lead Product Designer | Fintech & Design Systems

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SUMMARY

Lead Product Designer with 7+ years designing fintech products used by 490,000+ active users. My work drives measurable business results, like a credit line that reached 68% activation and disbursed ~USD 175K within its first 24 hours and a campaign that moved ~USD 535K in transactions. I build code-aligned design systems that cut handoff time by 42%, and I use AI-powered workflows to deliver designs ~65% faster.

CORE SKILLS

Product Design · Design Systems · Design Tokens & Figma Variables · UX/UI Design · Interaction Design · User Research · User Interviews · Usability Testing · Prototyping · Information Architecture · WCAG 2.1 AA Accessibility · Mobile Banking & Fintech · Design Leadership & Mentorship · Stakeholder Management · Cross-functional Collaboration · Agile/Scrum · HTML, CSS, JavaScript · Next.js · Figma · Adobe Creative Suite · AI-assisted Design Workflows (Claude, Gemini, ChatGPT)

EXPERIENCE

e-tica (Banco Familiar & EKO Wallet) — Asunción, Paraguay

Lead Product Designer

Aug 2024 – Present

- Led end-to-end product design for Banco Familiar and EKO Wallet. Design system efficiencies contributed to a 300% improvement in app performance, with lower server resource usage and faster response times, enabling near real-time data updates for 490,000 active users.
- Designed a daily-promotions card for EKO Wallet's FIFA World Cup 2026 campaign (Jun–Jul 2026), solving a business problem open since the app launched. It drove 23,000+ customers to fund their accounts and make purchases totaling ~USD 535K (PYG 3.6B).
- Built a tokenized Figma design system with variables and semantic tokens, which enabled Light and Dark modes and reduced design-to-development handoff time by 42%.
- Cut screen design cycles by ~65% (from 7–8 days to 2–3 days) by bringing AI into the team workflow: Claude for screen design, Gemini for UX writing, and ChatGPT for visual assets.
- Lead and mentor a team of 5 designers, and set WCAG 2.1 AA accessibility standards and design review rituals across product squads.

UX/UI Designer

May 2024 – Aug 2024

- As my first project after joining (2024), designed Banco Familiar's revolving credit line end to end as the sole designer, turning an offline, branch-only product into a self-service mobile journey for a target base of 300K+ customers. In the initial rollout to 10,000 pre-selected customers, 68% (6,800+) used their credit line within the first 24 hours, disbursing ~USD 175K (PYG 1.18B), and adoption kept scaling rapidly afterward.
- Ran user interviews with recurring credit-line and loan customers. The insights reshaped how products were communicated: 87% of users responded positively to the bank's brand characters presenting products, and many found out about products they didn't know the bank offered.
- Laid the foundation of the company design system (components, documentation, and patterns), which was later scaled into the tokenized architecture.

RoloStudios — Allen, TX, USA (Remote)

VP of Design

Feb 2023 – Feb 2024 (role ended due to company closure)

- Directed design strategy for a multi-client portfolio of US-based clients, leading an 11-person team (6 direct reports). Raised user satisfaction by 39% and reduced design rework by 63% by rolling out a shared design system and structured review rituals (critiques, design QA, handoff checklists).
- Hired and mentored designers through 1:1s and defined team quality standards. Trained Product Managers and Product Owners on design system workflows, and extended design literacy training to Talent and Marketing teams.
- Ran in-person workshops in Argentina and Colombia to align distributed cross-functional teams.

Dibbler — Darlington, WI, USA (Remote)

Product Designer

Mar 2022 – Oct 2022

- Led a 4-person design team at a US startup, building the company design system and rolling it out across 3 projects to keep branding and UX consistent.
- Designed 4 Power BI dashboards and product websites (2 for a client, 2 for new company products). The client adopted the dashboards extensively, improving how they detected and diagnosed failures in their delivery system across a US region.

Freelance Visual Designer — LATAM Clients

Contract

May 2021 – Mar 2022

- **Alegra (Fintech SaaS, LATAM):** Led a remote visual refresh and brand application rolled out across all countries where the company operates, plus regulatory print materials adapted country by country. Several brand recommendations were later adopted by the company.
- **Buscalibre (E-commerce, LATAM):** Designed 36+ ad and social pieces per week (100+ assets with adaptations). After special-date campaigns outsold previous editions, scope grew from Chile and Argentina to all markets.

Akaruvicha — Asunción, Paraguay

Creative & Art Director

Feb 2020 – May 2021

- Directed a 9-person creative department (8 direct reports) focused on digital products using agile project management, and advised on end-to-end app design and development.

Kausa Havas — Asunción, Paraguay

Senior Creative Designer

Jul 2017 – Feb 2020

- Led a 7-person creative team within a 32-person agency, directing groups of 16–20 people on major campaigns and contributing UX/UI work to app projects. Pilsen Ñande campaign: stock planned for three months sold out in under four weeks.

Earlier Experience (pre-2017)

Frontend development and digital art direction at McCann, Cibersons Group, and other LATAM agencies.

EDUCATION

- Diploma in Digital Product Design (UX/UI) — Ucom, Asunción | 2023
- Coursework in Computer Science — Universidad Americana
- Coursework in Graphic Design — Ucom

AWARDS

- Bronze, Product Design — Tatakua 2018 (Creative Circle Festival)
- Bronze, Innovation in Activation — Tatakua 2018 (Creative Circle Festival)
- Bronze, Social Media Content — FePI Online 2020

LANGUAGES

Spanish (Native) · English (C1 Advanced)