

MARÍA BELÉN FAJARDO

UX/UI DESIGNER | PRODUCT DESIGN & E-COMMERCE

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PROFILE

UX/UI Designer with 5+ years of experience creating responsive websites, e-commerce experiences and complex fintech flows. Strong in wireframing, high-fidelity UI, conversion-focused design and collaboration with clients, product managers and developers.

CORE SKILLS

UX/UI Design · Wireframing · Responsive UI · User Flows · Information Architecture · Prototyping · Conversion Optimization · E-commerce UX · UI Components · Developer Collaboration

EXPERIENCE

Freelance UX/UI & Web Designer | Self-employed Mar 2021 - Present · Remote

- Design website redesigns and responsive landing pages for direct clients, including Launch Factory and Epsilon Cru Vineyards, translating brand and business needs into clear interfaces.

UX/UI & Product Designer (contract) | CollectDev / PomPay Financial Feb 2025 - Present · Remote · Part-time

- Design responsive real estate websites from wireframes through high-fidelity UI; create new experiences and extend existing sites while preserving established visual patterns.
- Collaborate with clients, project managers and developers; delivered implementation-ready designs for web projects that progressed into development and launch.
- Designed the end-to-end interface for PomPay, a pre-launch fintech platform for purchasing gift cards, virtual cards and eSIM products with cryptocurrency.
- Created checkout, KYC, payment-tracking and account flows, including edge cases, plus a reusable Figma component library to improve consistency.

Freelance UX/UI Designer | Actionable Agency Jun 2024 - Feb 2025 · Remote · US legal market

- Created conversion-focused website audits, wireframes and high-fidelity redesign concepts for law firms in competitive US markets.
- Improved information hierarchy, service discovery, trust signals and CTA placement; one launched redesign increased qualified inquiries by approximately 50% across selected pages.

E-commerce Designer & Web Implementer | Remote Club Dec 2023 - Jul 2024 · Remote

- Designed and implemented responsive e-commerce and brand websites for international clients using WooCommerce, Elementor and Webflow, including a Uruguayan skincare retailer and a US beverage platform.

Freelance UX/UI & E-commerce Designer | SERSEO Marketing Digital May 2023 - Oct 2023 · Remote · Spain

- Led the complete responsive redesign and implementation of Bonette's jewelry e-commerce store using Elementor and WooCommerce, from product discovery through cart and checkout.
- Reduced purchase friction and cart abandonment; the agency reported an approximately 15% improvement in purchase completion after launch.

Freelance UX/UI & Web Designer | DIXOME SL Feb 2023 - Feb 2024 · Remote · Spain

- Designed and implemented responsive websites for small businesses participating in an EU-funded digitalization program.
- Translated brand and business requirements into clear interfaces using WordPress, Elementor and WooCommerce when e-commerce functionality was required.

Project Manager & Content Designer | Carpintería del Francés Aug 2021 - Jan 2023 · Remote · Uruguay

- Coordinated copywriters, photographers, video editors and paid media specialists while managing deliverables, deadlines, quality control and consistent brand communication.

TOOLS

Figma · Adobe Creative Suite · WordPress · Elementor · WooCommerce · Shopify · Webflow · HTML/CSS · Google Analytics

EDUCATION

Product Management, Coderhouse (2025) · Manual QA Testing, Instituto Web (2023) · Web Design, Neoris/UTN (2022) · UX/UI Design, Coderhouse (2021-2022) · Psychology coursework through 5th year, Universidad Nacional de Rosario

LANGUAGES & WORK AUTHORIZATION

Spanish: Native · English: Professional working proficiency · Italian citizen with a valid EU passport · Open to remote roles and relocation