

INGRID HANSEN

UX DESIGNER · PRODUCT STRATEGY & RESEARCH

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PROFESSIONAL PROFILE

UX/Product Designer with 5+ years of end-to-end experience in fintech, startups, and scale-ups. Specialized in UX Research, Design Systems, and data-informed product strategy. Conduct usability testing, journey mapping, and B2B/B2C product design, collaborating cross-functionally with engineering and product teams in Agile environments. Connect user research insights with business objectives and product metrics (KPIs, analytics) to build 0-to-1 products and redesign complex platforms, applying WCAG accessibility principles and AI-assisted prototyping tools.

TECHNICAL SKILLS

UX Research: User interviews, Usability testing, Journey mapping, Affinity mapping, Persona development, Qualitative research, Discovery, JTBD, Continuous Discovery

UI & Design Systems: Design systems, Components, Variables, Atomic Design, Wireframing, High-fidelity prototyping, WCAG, Accessibility

Metrics & Data: Data-driven design, KPIs, Firebase, Power BI, Reviews analysis

Collaboration: Cross-functional collaboration, Stakeholder management, Agile, Scrum, Jira, Github

Tools: Figma, Dovetail, Miro, Jira, Notion, Firebase, Power BI, Optimal Workshop,

AI: Deepseek, Claude, Figma Make, Vercel

Languages: Advanced English (C1) · Native Spanish

WORK EXPERIENCE

UX Research Bayer | Ecosistemas, Buenos Aires

Feb 2025 - Oct 2025 (9 months)

Executed qualitative interviews with agricultural producers applying JTBD and Continuous Discovery to map the corn cultivation cycle. Conducted journey mapping and affinity mapping in Miro to visualize friction points. Analyzed research data with Power BI and synthesized insights using Dovetail. Cross-functional collaboration with teams in the United States and Brazil.

Product Designer | Experta Seguros, Buenos Aires

Mar 2023 - Feb 2025 (2 years)

Led the end-to-end redesign unifying 3 applications into a single B2C platform, reducing third-party maintenance costs. Conducted user interviews with 5 users and analyzed 200+ Google Play reviews, discovering that 60% of actual users were elderly adults – redefining user personas and prioritizing WCAG principles. Built journey maps and affinity mapping in Miro, executed 2 usability testing rounds with 3 Figma prototype iterations, and implemented Firebase metrics with no prior user database. Consolidated Agile methodology using Jira while working cross-functionally with business and engineering teams.

Tools: Figma, Jira, Firebase, Miro.

Freelance Product Designer

Mar 2022 - Mar 2023 (1 year)

Designed end-to-end a B2B SaaS for HR freelancers and consultants (0-to-1 product) with a monthly subscription model. Conducted user research (interviews, HR Tech trend analysis) to identify pain points. Built a design system in Figma based on Atomic Design with reusable components, working cross-functionally with developers.

Tools: Figma, Miro, Jira, Agile.

UX/UI Designer | Better Technologies

Dec 2021 - Apr 2022 (5 months)

Co-designed two complex products under NDA. First, a blockchain platform (Solana) connecting physical recycling machines to virtual wallets – implemented gamification (rewards, levels, NFTs) and translated smart contracts into user-friendly interfaces, collaborating cross-functionally with blockchain experts and legal teams. Second, a telemedicine platform for 3 user profiles (patient, doctor, admin) – built an Atomic Design system in Figma. Contract completed upon final deliverable handoff.

Tools: Figma, Miro, Jira, Atomic Design.

EDUCACIÓN

2023 | **Diploma in Product Management, Universidad Tecnológica Nacional (UTN), Buenos Aires**

2021 - 2023 | **Certified Tech Developer - Front End Specialist, Digital House, Buenos Aires (Advanced coursework completed; 1 module pending)**

2021 - 2022 | **UX/UI Designer Certification, Coderhouse, Buenos Aires**

2015 - Present | **Industrial Design, Universidad Nacional de Lanús (UNLA), Lanús**