

CAROLINA NICASTRO

Product Designer Senior / Staff / Principal
Remote / Full time/ EU & EU timezones

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Senior product designer with 10+ years shipping end-to-end, 0→1 and scaled products. Lead cross-functional design for complex workflows, mobile banking, AI features, marketplace, dashboards, from research through design system, prototyping, and launch. Co-founded and led design at a UGC video platform (60+ enterprise clients, 20+ person team).

EXPERIENCE

amnistreasury.com

EUR / Contract via what.
Fintech / B2B banking
Remote / Apr 2023 - Feb 2026

Shipped amnis's first mobile banking app from 0→1 to 4.5K users at launch; owned end-to-end design: research, IA, interaction, prototyping, and handoff in 6 weeks. Redesigned core desktop banking workflows and led AI-powered features reaching 70% adoption in Q1 and cutting monthly expense management time by 50%. Partnered with PM and engineering across timezones; contributed patterns to the design system and ran usability testing with SMB and treasury users.

hallosam.ch

EUR / Contract via what.
Marketplace / Adtech
Remote / Apr 2023 - May 2025

Took an early concept to MVP for Switzerland's first native podcast advertising marketplace; product used by 400+ clients in Q1.

soapboxx.com

USA / Co-founder / CCO
Product Lead
UGC / SaaS / Hybrid
Mar 2018 - Jan 2023

Co-founded and led product vision for a UGVC platform, scaling from MVP to enterprise with 60+ organizations including Biden-Harris presidential campaign. Designed end-to-end creator, reviewer, and brand-admin workflows; drove ML-assisted video editing automation that cut campaign content production time by 70%. Built and mentored a cross-functional team of 20+ designers and engineers; established the design system and conducted UX research, A/B testing and prototypes.

trace.vt / USA

Senior UX/UI Designer
Remote / 2018-2019

Designed blockchain portal, marketing site, and mobile app alongside the in-house design team.

foodshed.io / USA

Senior Product Designer
Remote / 2016-2018

Led mobile app design connecting 300+ regional growers with institutional buyers; blockchain-backed supply chain, ~30% efficiency gain.

[Deloitte Digital](https://deloitte.com)

Senior UX/UI Designer
Feb 2011 - Jan 2018

Led design for web and e-commerce clients; built and managed a 5-person design and engineering team in Argentina.

EDUCATION

[Graphic Designer Degree](https://www.universidadsiglo21.edu.uy)

Universidad Siglo 21

Graphic designer and advertisement degree with marketing orientation.

Tech stack

Figma, OpenAI, Claude Code, Gemini, Miro, Jira, Linear, English (C2), Spanish (Native), German (A2), Portuguese (C1).

Core skills

End-to-end product design, 0→1 & scaling, Design Systems, AI Prototyping, User Research, Information Architecture, AI Automation, Data-driven UI, Accesibility, Ecommerce, Mobile Apps, WebApps. Stakeholder management, Cross-functional collaboration, A/B testing.