

Fabián Leone

Ten years in digital design, the last six leading product design for a fintech platform with 800,000 users across web, iOS and Android. Looking for a senior in-house role on a product team, in Barcelona or remote within the EU.

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Experience

Oct 2020 – Present
Argentina · Remote

Lead Senior Product Designer, **Fiwind**

Cryptocurrency and stock market exchange.

- Led product design strategy for a platform that scaled to **800,000 users** across web, iOS and Android.
- Held a **4.8 out of 5 App Store rating across 18,000+ reviews** over six years.
- Built the design system from scratch and maintained it for six years: components, states and documentation that cut friction in the handoff to engineering.
- Ran user research and defined the product KPIs the team prioritises and iterates against.
- Turned complex financial operations, such as trading and custody of funds, into flows a user with no crypto experience completes unaided.
- Designed onboarding for new designers and mentored them until they worked on their own.

Jan 2026 – Present
Barcelona

Product Designer & Web Consultant, **independent studio**

Clients across the European Union.

- Led a development and marketing team as **Product Manager**, building a Dutch client's site from scratch (tauracars.com), from product definition to launch.
- Migrated CMS-built sites to lightweight code using vibe coding tools. **90–100 on Lighthouse** and the architecture rebuilt for full GDPR compliance.
- Tuned WordPress, Shopify and Framer code alongside server configuration so both layers ran in sync.
- Designed full branding for a Madrid client: new logo, brand guidelines and a Figma token system ready to use in their product.
- Ran UX/UI audits for crypto, B2B, fitness and e-commerce companies. Each one got its weak points prioritised and a route to fix them.

Jun 2020 – Oct 2020
Amsterdam · Remote

Product Designer, **Mate En Mano & Waltic**

Consumer e-commerce expanding across Europe.

- Designed and built the full e-commerce platform on WordPress and WooCommerce, with custom code for the critical flows.
- Reached a **95% NPS** after rebuilding usability and product storytelling.
- Opened markets beyond the Netherlands with a localised experience and a new international checkout.

Mar 2019 – Jul 2020
Germany · Remote

Multimedia Designer, **Menadwork**

Digital agency with international clients.

- Designed and built landing pages, multisite networks and e-commerce platforms aligned with each campaign's KPIs.
- Produced motion graphics and video editing for global advertising campaigns aimed at measurable ROI.
- Handled the technical layer: third-party API integration, custom code, asset optimisation and SEO/SEM.

2019 Web Designer & Developer, Panda Store, Argentina
2017 – 2019 Multimedia Designer, Surhive Design, Argentina
2016 – 2017 Graphic Designer, Consultora Focus, Argentina

Skills

Product	End-to-end product design, user research, usability testing, KPI definition, product strategy, information architecture, interaction design, Agile and Lean UX
Design systems	Creation and maintenance, component libraries, tokens and variables, documentation, engineering handoff
Technical	HTML, CSS and JavaScript, WordPress and WooCommerce, Webflow, Framer, API integration, web performance, SEO/SEM, GDPR
Visual	UI design, branding and identity, prototyping, motion graphics, video editing
Tools	Figma, Spline, Adobe CC, Maze, Hotjar, Google Analytics, Looker Studio, Typeform, Jira, Notion, Miro, Slack. Claude, Gemini and Antigravity daily for research synthesis, prototyping and assisted development
Languages	Spanish native, English fluent (C1)

Education

2014 – 2017 BA in Digital Design, Universidad de Belgrano, Argentina
2024 Google UX Design Certificate, Google
2016 Web Design, Google Activate and Universidad de Alicante

Profile

I design products where the business logic is dense and the user cannot afford a mistake: money, transactions, decisions that don't come back. Six years in fintech taught me that clarity is decided in the architecture, not in the visual layer. And that it can be measured.

The four years before that I spent between agency work and web development, building what I designed. That base is still why I design for what can actually be built, and talk to engineers without a middleman. I work from research and KPIs. I have also trained designers until they no longer needed me.

I want a team where design is part of deciding what to build, and doesn't arrive once that is already settled.