

Giselle Espinosa

Senior Product Designer | UX/UI | Fintech, Payments & Ecommerce

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Skills

- Agile · CSS · ECommerce · Figma · HTML · KYC · Wireframing · Email & Ad Design (Mockups) · Responsive Design · Design System · Visual Hierarchy · Accessibility Best Practices · Design Thinking · AB Testing · User Research

Experiences

Senior UX/UI Designer | **Contract & Freelance Projects** | Panama | Remote **09/2024 – Present**

- Designed a responsive **e-commerce website for a skincare brand** (concept project), focusing on clean UI and user-friendly product discovery and checkout.
- Developed **branding and visual identity for a real estate agency**, currently designing the website and creating content for social media presence.
- Designed **wireframes and initial UI for a mobile app for restaurant reviews**, including search, review submission, and rating features with engaging visual style.

Senior UX/UI Designer | **Sendola Corp-Fintech** | Houston, TX (Remote from Panama) **05/2023 – 08/ 2024**

- Built global fintech products from the ground up, leading UX/UI across all stages-from research to final implementation
- Designed intuitive, high-converting experiences for non-tech-savvy users, simplifying complex financial processes
- Created seamless onboarding and KYC flows, reducing drop-offs by 40% and increasing successful sign-ups by 50%
- Collaborated with cross-functional teams to deliver user-centered solutions that enhanced retention by 30%
- **Banking App**: Designed an easy onboarding and KYC process, reducing sign up time by 50%
- **International Payments App**: Optimized remittances, reducing transaction errors by 35%
- **HR Dashboard**: Developed an intuitive dashboard, streamlining workforce management for 100+ HR teams

Business Executive | **Seguros Sura** | Panama City **10/2012 – 05/ 2023**

- Drove **user engagement and digital sales growth**, optimizing platform experiences to increase conversions.
- Conducted **UX audits, competitive analysis, and user journey mapping** to identify UX gaps and enhance platform performance.
- Led digital strategy initiatives, increasing **online sales by 30%** and boosting user adoption across digital channels.

Education

Certificate in Digital Marketing & Ecommerce | Coursera – Google **Current – Expected 09/2025**

Master's Degree in Multi-Device Design: UX/UI | Es Design School, Barcelona **12/2021 – 12/ 2022**

Certificate in UI/UX Design | Coursera – Google **07//2021 – 12/ 2022**

Masters's Degree in Business Administration | Technological University, Panama **01/2015 – 12/ 2017**

Bachelor Degree in Marketing | Technological University, Panama **01/2009 – 12/ 2013**