

Rocio Santos

Product Designer

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SUMMARY

Melbourne based Product Designer with 8+ years of experience designing complex digital products across FinTech, PropTech, and SaaS. At Kolmeo, redesigned critical payment workflows across a platform processing \$4B+ in rental payments, reducing support issues by 30% and delivering Debit Now to an estimated 15,000 active users.

I enjoy working on products with real operational complexity, the kind that require close collaboration, thoughtful UX decisions, and balancing user needs with technical and business constraints. I bring end-to-end design capability grounded in research, design systems, and WCAG accessibility, with a multicultural perspective that makes products work for more people.

EXPERIENCE

Career Break | Maternity Leave | JUN 2024 to MAY 2026

Independent study in full-stack prototyping, building with Next.js, Supabase, Stripe, Claude Code, and Vercel.

Kolmeo | Product Designer (Payments team) | JUN 2022 to JUN 2024 · Melbourne, Australia

- Led UX design across a complex multi-sided payments platform used by property managers, trust accountants, tenants, and property owners.
- Designed and launched Debit Now, a real-time tenant payment method shipped to an estimated 15,000 active users on a platform processing \$4B+ in rental payments.
- Redesigned critical payment workflows across mobile and desktop, reducing support tickets by 30% and improving task completion rates.
- Led end-to-end discovery including stakeholder interviews, workflow mapping, and usability testing to identify operational bottlenecks within compliance-heavy property management processes.
- Translated complex financial, legal, and tenancy requirements into intuitive user experiences, balancing regulatory constraints with usability and accessibility needs.
- Collaborated within two agile squads alongside Product Managers and Engineers, presenting design rationale at stage gates and incorporating stakeholder feedback throughout delivery.
- Contributed to a shared design system by creating reusable components, interaction patterns, and documentation to support cross-platform consistency and accessibility standards.

Future Super | Freelance Product Designer | MAY 2022 to JUN 2022 · Melbourne, Australia

- Designed and launched a compliant multi-step insurance quote flow, simplifying financial complexity and improving completion experience; solution remains in active use.
- Reduced cognitive load through UX writing and high-fidelity Figma prototyping aligned to the existing design system, enabling efficient developer handoff.

Las Breakers | Co-founder & UX manager | JAN 2020 to MAY 2021 · New Zealand & Australia

- Co-founded and scaled a product-driven community platform supporting 100+ users (Spanish-speaking women) across Australia and New Zealand.
- Developed scalable design systems for community operations including event kits, facilitation guides, and digital templates to standardise user experience across 6 countries.
- Produced and optimised 200+ multi-channel content assets (social media, email journeys, and video interviews) to drive engagement, acquisition, and retention.
- Led cross-functional coordination across distributed volunteer teams in 6 countries, improving delivery consistency and operational alignment.

Brandollos PTY LTD | Founding Product Designer | MAR 2019 to MAY 2021 · Melbourne, Australia

- Sole designer driving 0–1 product development across multiple SaaS platforms.
- Designed and launched three B2C platforms, including white-label LMS and workflow tools, adopted by 100+ organisations and 10,000+ users.
- Established UX foundations, scalable design systems using Atomic Design methodology, and interaction patterns to support multi-product growth and platform consistency.
- Delivered core features including course builders, analytics dashboards, and Gantt-based workflow tools, improving operational efficiency by 3x and increasing platform adoption by 30%.
- Partnered closely with founders and engineers to influence product roadmap, prioritisation, and delivery strategy.

RocioSantos.com | *Freelance Web & UI Designer* | JUL 2016 to JUL 2019 · New Zealand

- Designed and prototyped an AR mobile app (Curious Human) guiding international visitors through biosecurity at Auckland Airport, improving accessibility and visitor engagement on iOS.
- Designed intuitive UI for a 40+ page responsive website for David Greer Music, enhancing usability, information architecture, and brand consistency.

UX VOLUNTEER EXPERIENCE

ADPLIST.org | *Mentor* | 2022-PRESENT

Mentoring aspiring UX designers globally on portfolios, case studies, and job readiness.

Latin American Leadership Academy | *Youth Mentor* | 2023-2024

1:1 mentorship for emerging leaders pursuing careers in high-demand industries.

Somos21 | *UX/UI Project Manager* | 2020

Led a remote cross-functional team across 4 countries delivering digital initiatives in a distributed environment.

CAPABILITIES

Software: Figma, FigJam, Framer, Jira, Confluence, Miro

AI Tools: Claude Code, Figma Make, V0, Lovable, Claude Cowork

UX Research: User Interviews, Workflow Mapping, Usability Testing, Problem Framing

Accessibility: WCAG principles, Digital Inclusion, Accessible design patterns, HIG and Material Design guidelines

Interaction Design: Task Flows, Information Architecture, Journey Mapping, Prototyping, Atomic Design Methodology

Product Delivery: Agile (Scrum), Iterative Design, Stakeholder Facilitation, Developer Handoff, Design System Contribution

EDUCATION

Minnow | Strategy and Structured Problem Solving for Product | 2022

Startmate | Woman Fellow, Autumn | 2022

Insight Academy | Diploma of Business | 2020-2021

Academy Xi | UX Design and Product Management | 2018-2019

Pontifical Catholic University of Peru | Degree in Graphic Design | 2006-2013

LANGUAGES

English | Fluent

Spanish | Native

HONOR & AWARDS

National Innovation Games Victoria | 2nd place | 2020

References available upon request.