

Seba Torresi

Senior Product Designer | B2B SaaS Products | UI Craft & Design Systems

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PROFESSIONAL PROFILE

Senior Product Designer with 20+ years in design and 5+ years focused on digital products, specializing in complex B2B SaaS, fintech workflows, dashboards, internal tools, and scalable design systems.

I help product teams turn ambiguous, fragmented, or data-heavy experiences into clear, usable, and cohesive interfaces. My work combines strong UI craft, product thinking, rapid prototyping, and close collaboration with product and engineering teams.

At Novel Capital, I designed and improved internal financial tools, dashboards, onboarding flows, and core platform experiences, while initiating design system foundations to support consistency and scalability. I'm especially effective in early-stage or evolving product environments where structure, clarity, and execution speed matter.

Currently seeking remote Senior Product Designer or Senior UI/Product Designer roles across B2B SaaS, fintech, AI-enabled products, and complex workflow platforms.

CORE COMPETENCIES

Product Design (B2B, SaaS) · Complex Workflows & Data-Heavy Interfaces · Design Systems (Foundations & Scaling) · End-to-End UX (Flows, UI, Prototyping) · Dashboard & Internal Tools Design · Onboarding Optimization · Cross-functional Collaboration (Product, Engineering) · AI Tools for Product Design (Claude Code, Codex, Cursor) · Figma, FigJam

EXPERIENCE

Novel Capital · Asunción, Paraguay · July 2023 to April 2026

PRODUCT DESIGNER

- Designed and improved complex B2B fintech workflows for internal financial and accounting operations, making data-heavy tasks clearer and easier to navigate.
- Reviewed 100+ Hotjar session recordings to identify onboarding friction, contributing to UX improvements that reduced onboarding drop-off by approximately 15%.
- Created dashboards, internal tools, and core platform interfaces with stronger hierarchy, structure, and interaction clarity.
- Initiated foundational design system work, defining reusable UI patterns and standards to improve consistency across the product.
- Used prototypes to explore product ideas, align stakeholders, and support faster decision-making before implementation.
- Partnered closely with product, engineering, and operations teams to translate ambiguous business needs into usable product experiences.
- Supported implementation with developers, iterating on details to maintain design quality and product usability.

SEGEL Soluciones Inteligentes · Asunción, Paraguay · 2023

UX/UI DESIGNER & UI DEVELOPER

- Designed and implemented web interfaces using HTML, CSS, and JavaScript, bridging UX/UI decisions with front-end execution.
- Supported product and interface improvements in a short-term role focused on practical delivery and implementation.

Quanto · Asunción, Paraguay · 2022

PRODUCT DESIGNER

- Worked with stakeholders to shape early product direction, translating business goals into user flows, wireframes, and interface concepts.
- Designed product screens and interaction flows for a digital platform, helping clarify structure and user experience during early product definition.
- Created design system foundations to improve UI consistency and support smoother collaboration with engineering.
- Balanced product requirements, usability, and visual execution across an evolving product environment.

NosotrosHQ · Asunción, Paraguay · 2021 to 2022

SENIOR USER INTERFACE DESIGNER

- Designed responsive web interfaces and web application experiences for regional brands.
- Translated wireframes and product requirements into polished, high-fidelity interfaces and interactive prototypes.
- Strengthened UI consistency across digital projects through reusable visual patterns, layout systems, and component-based thinking.
- Collaborated with creative, strategy, and development teams to move concepts from initial direction to production-ready designs.

EARLIER EXPERIENCE

Kausa Central Creativa / Havas Paraguay · Asunción, Paraguay · 2020 to 2021

ART DIRECTOR

- Led visual direction for advertising and digital campaigns, collaborating with creative, strategy, and production teams across multiple platforms.
- Developed campaign concepts and design systems for brand communications, strengthening visual consistency across deliverables.

MASS · Paraguay · 2018 to 2020

ART DIRECTOR

- Led and mentored a team of 10 designers, defining creative direction and overseeing execution across multiple client projects.
- Managed design quality, feedback cycles, and delivery standards across fast-moving creative workflows.

EDUCATION

Visual Arts Program · Instituto Artes Visuales

CERTIFICATIONS

- Foundations of User Experience (UX) Design — Google
- Claude Code in Action — Anthropic
- UX Strategy: Building Human-Centered Organizations — Edison

LANGUAGES

English: Working proficiency · Spanish: Native