Pablo Frati

Product Designer · UX Lead

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PROFILE

Product designer at fintech and e-commerce startups since 2022. Before designing, I audit the product and the code, write down every decision with its reasoning, and take the design all the way to production by building the frontend with AI agents. At Liberty Club I redesigned the entire seller flow, with every delivery organized in Linear and shipped to production through PRs and commits. At Paydece I proposed Communities, and after launch, interaction between users tripled.

EXPERIENCE

UX Lead *Remote*

Liberty Club · commission-free e-commerce, with payments in pesos and on blockchain *Jun 2026 – Present*

I lead the design of the entire product.

- I brought the sellers' 18 management screens together into a single dashboard and took it to production in 10 days. With that redesign, Liberty started working with a design system and its own visual identity. See the case study
- I redesigned the purchase checkout, mobile first and with five different payment methods, and on launch day I tested it in production as a buyer. See the case study
- I turned sign-up and login into a funnel to bring in sellers, with the subscription checkout for the plans, designed for mobile first.
- I redesigned Liberty's home page and product page, and designed the blocks and the 7 themes that each seller uses to build their store.
- To support every decision in the redesigns, I researched and benchmarked how Mercado Libre, Amazon, Shopify, Tiendanube and Stripe solve each feature.
- I built my working method with AI agents, from audit to production, and covered the QA of every delivery with automated and manual tests. See the method

UX/UI Designer *Remote*

Paydece · P2P fintech platform on blockchain *Oct 2022 – Aug 2025*

I designed the entire platform.

- Between May 2023 and April 2025: +1,433% in traded volume (USD 1.5M → 23M) and +1,300% in users (500 → 7,000+).
- I proposed and designed Communities, for trading with people from the same group: in six months it brought in more than 3,300 new users and close to 30% of the financial growth (USD 1.8M). See the case study
- I co-developed with the PO an SDK version of the entire platform, modular and unbranded, so that other platforms could integrate it.
- I redesigned ad posting into 4 steps, to guide newcomers without slowing down those who trade every day.
- I was the product counterpart to an agency on the design system and the platform redesign, and led the visual QA of more than 70 components in Storybook, one by one, together with the front-end team.

PROJECTS

Management system for a chain of orthopedic stores *May 2026 – Aug 2026*

- I led the redesign of the management system for a chain of 3 stores and a warehouse, at a company with no technology experience. I audited the previous system, which had never been successfully implemented, and decided to rebuild it from scratch.
- I built the complete new system with AI agents, frontend, backend and database (cash register, stock, delivery notes and permissions), and validated it with 273 automated tests and cash register simulations using the business's real spreadsheets.
- Beyond building it, I won over the management and explained every decision to the team.
  See the case study

SKILLS

Product design leadership, UX audit and benchmarking, information architecture and flows, prototyping and interaction design, design systems, UX writing, mobile-first and accessible design, frontend development with AI agents, QA with automated and manual tests

TOOLS

Figma, Claude Code, Cursor, React, TypeScript, Playwright, GitHub, Linear, Notion and ClickUp

EDUCATION

UX/UI Design · Coderhouse *2022*

Mentorship with a senior designer *2021*

LANGUAGES

Spanish: native · English: Intermediate (reading and writing)