



Melina Szarfsztein

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Ciudad de Buenos Aires, Argentina

Portfolio at melinasz.github.io

UX specialist with 20+ years of experience in web and mobile design. Proven track record leading cross-functional teams in corporate environments—including startups and a unicorn of 70,000+ employees—as well as planning and executing independent projects.

Expert in research, user-centered design, and product strategy, with experience guiding products from concept to deployment and **developing design teams**.

Education

- Universidad de Buenos Aires – Diseñadora de Imagen y Sonido (2002–2009)
- Escuela Nacional de Bellas Artes Rogelio Yrurtia – Profesora de Artes Plásticas (1995–2000)

Certifications

- Certified Scrum Product Owner® (CSPO®), Scrum Alliance
- Certified ScrumMaster® (CSM®), Scrum Alliance
- UX Applied Techniques, Universidad de Palermo
- User Experience Design (Programa Ejecutivo), ITBA Escuela de Innovación

Professional Experience

Mercado Libre - UX Technical Leader / Acting Expert | 04/2023 - 01/2025

- Collaborated in **defining a matrix of 17 core skills for product designers** and prioritizing them according to seniority levels.
- **Calibrated the skills of 50+ design analysts** by facilitating **self-reflection sessions and 1:1 meetings with their leaders**; identified gaps between both perspectives and designed a **training program** accordingly.
- Designed and delivered **training sessions on soft skills** (communication, collaboration) and **hard UX skills** (research, prototyping, interaction design) for the team.
- Provided **consulting and co-creation sessions**, and contributed to **product integrations, redesigns**, and **product vision workshops**.

Mercado Libre - UX Design Project Leader | 01/2021 - 03/2023

- Managed **7 UX designers across 5 logistics and transportation projects**, prioritizing quarterly backlogs in collaboration with Product and Development leaders.
- **Supported the professional growth** of each designer on my team and **participated in cross-team calibration sessions** to ensure fair promotion processes.
- **Collaborated on aggressive hiring plans across LATAM**, supporting the growth of the UX area.

Mercado Libre - Senior UX Analyst / Acting Project Leader | 07/2019 - 01/2021

- Led UX research and product design for two new user segments: Vendors and internal Buyers.
- Planned and executed usability research, interviews, testing, and surveys; designed human-centered interfaces and interactions, from wireframes to high-fidelity prototypes.
- Facilitated workshops, design sprints, and collaborative sessions with Product, Sales, Development, and UX stakeholders.

Mercado Libre - Senior UX Analyst / Acting Project Leader (cont.)

- Created clear and compelling storytelling documentation to communicate project goals, impact, and scope across the organization.
- Mentored two other UX team members, providing guidance on research methodologies, storytelling, time management, and holistic design thinking within Mercado Libre's ecosystem.

Mercado Libre - Senior UX Analyst | 09/2017 - 07/2019

- Improved seller experience for MeLi's product catalog during the transition to a buy-box business model.
- Led research, prototyping, and cross-platform UX design; facilitated co-creation workshops and stakeholder alignment.

YOP - Design Coordinator | 05/2015 - 06/2017

- Led 4 junior designers in UI/UX design for mobile apps and marketing assets in a startup environment; conducted product scoping and data analysis.

Dridco - Product Design Coordinator | 03/2013 - 01/2015

- Led redesign of **demotores.com** and mobile apps; implemented mobile-first RWD, CSS rewrite, and "asset server" to improve performance.
- Conducted usability tests, A/B testing, and performance optimization.

Dafiti - Front-End Developer & UX Analyst | 03/2012 - 03/2013

- Localized e-commerce platform for Argentina, Chile, and Colombia; led "Shop-in-Shop" subproduct development.

HRsmart - Manager, Web Design & Development | 11/2009 - 02/2012

- Led 2 web design teams across 3 countries, developed individual team members' skills, and defined UI guidelines to ensure consistency across the company's products.
- Managed the team's budget for hiring and for salary adjustments due to inflation and performance.

HRsmart - Web Development Team Leader | 12/2007 - 11/2009

- Led team activities, recruitment, and status reporting; continued W3C accessibility implementation.

HRsmart - Senior Web Developer | 12/2006 - 12/2007

- Performed usability analysis, cross-browser front-end development, and W3C accessibility implementation.

Freelance Web Design & Development | 1999 - 12/2006