

Carolina Marchiori

Senior UX/UI Designer

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Senior UX/UI Designer with 8+ years of experience designing websites and digital products for clients in media, retail, telecom, and finance. At Code & Theory, a digital agency, I lead projects from discovery and wireframes through high-fidelity responsive UI and developer handoff, and present design rationale to client VPs. Trained in graphic design, with a strong eye for typography, layout, and visual hierarchy.

WORK EXPERIENCE

Code & Theory Senior Product Designer

Mar 2022 – Present

Digital agency · Clients: iHeartRadio, YETI, AT&T, T. Rowe Price, Kinship

- Lead UX/UI end to end for client websites and digital products: discovery, information architecture, user flows, wireframes, high-fidelity responsive UI, and developer handoff.
- iHeartRadio: embedded in the product team, designing Search, Presets, and Highlights & Clips across web and mobile; present design rationale and recommendations directly to VPs.
- YETI: designed the Gear Locker experience, increasing user engagement and creating a new way to gather first-party customer data.
- T. Rowe Price: embedded in the product team, designed a platform for institutional clients and financial advisors to manage stocks and investments, improving the experience and growing active users.
- AT&T: redesigned the purchase flow for the Mexico market, contributing to increased sales.
- Build and maintain components in client design systems (consistent, scalable, WCAG AA accessible) and partner with developers through implementation with clear specs.
- Guide other designers through design reviews and constructive feedback.
- Use AI tools (Figma Make, Claude Code) for rapid prototyping and to speed up exploration and research synthesis.

Venmo Product Designer

Oct 2021 – Feb 2022

- Designed flows and UI for the Stocks & Investing section of the Venmo app, making investing approachable for a young audience largely new to it.
- Simplified complex financial concepts and transactions into clear, easy-to-follow experiences.

Qubika (formerly Moove It) UX/UI Designer

Apr 2021 – Oct 2021

Digital agency (Uruguay) · Client: Disney

- Embedded in a Disney streaming team, designing UX/UI for a complex internal platform used by engineers to set up physical devices for testing.
- Simplified technical, multi-step setup flows in close collaboration with engineering.

Santander Tecnología UX Designer

Oct 2020 – Apr 2021

- Designed flows and interfaces for the banking and checks sections of a large-scale digital banking platform.
- Collaborated with product and engineering teams to simplify complex financial experiences.

GlobalLogic UX Designer / Business Analyst

Nov 2017 – Oct 2020

- Progressed from junior to mid-level UX Designer, building experience in UX research, interaction design, and product thinking.
- Worked with cross-functional teams to define user flows and translate business requirements into design solutions.

SKILLS

Design: UX/UI Design · Responsive Web Design · Information Architecture · User Flows · Wireframing · Interactive Prototyping · High-Fidelity UI · Visual Design & Typography · Design Systems

Tools: Figma · Figma Make · Claude · Claude Code · AI-assisted prototyping

Collaboration: Client Presentations · Stakeholder Management · Developer Handoff · Design Reviews & Feedback · Cross-functional Teams

EDUCATION & CERTIFICATIONS

Prototyping with AI Memorisely · USA

2025

AI-powered product design workflows and rapid prototyping.

Design MBA d.MBA · Argentina

2022

Business strategy, metrics, and design decision-making.

Product Management Coder House · Argentina

2020

UX Design Digital House / Globant · Argentina

2017

Graphic Design Universidad de Belgrano · Argentina

2015 – 2017

Visual communication, typography, layout, and editorial design principles.

LANGUAGES

Spanish (native) · English (professional proficiency)