Isabel Rey Croce

PRODUCT DESIGN LEADER | AI-ASSISTED DESIGN-TO-CODE

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PROFESSIONAL SUMMARY

I'm a Product Design Leader with experience in consumer-facing digital products across Latin America, including marketplaces, automotive, banking, and telecommunications. I combine Product Design Manager capabilities (UX strategy, leadership, and team development) with hands-on product design and AI-assisted Design-to-Code. At Mercado Libre, I led a team of up to five Product Designers, helped deliver transactional experiences that enabled new revenue streams, and supported operational changes that contributed to significantly shorter timelines for defining and handing off complex initiatives to the Engineering team. I have independently designed and implemented interfaces and shipped them to production in collaboration with Engineering. I aim to expand this approach to leadership, design, and digital product building across new contexts and industries.

CORE COMPETENCIES

Leadership: People Management · Mentoring · Talent Development · Change Management · Stakeholder Management

Product & UX: Product Strategy · UX Roadmapping · Product Discovery · Design Systems · End-to-End Experiences · Conversion Analysis · Flow optimization through experiments to reduce clicks and improve conversion

Design Standards & Systems: Definition and implementation of UX/UI and visual design standards; management and maintenance of documentation, libraries, and reusable components in Figma, with a focus on adoption, updates, and efficient use. Contributions to design systems at Walmart, Santander, and Mercado Libre through behavior definitions, updates, organization, and documentation.

AI-Assisted Design & Development: AI-Assisted Design-to-Code · AI-Assisted Frontend (HTML, CSS, JavaScript, React) · Interactive Prototyping · Specification-Driven Development (SDD) · Git / GitHub

RECENT PROFESSIONAL EXPERIENCE

Mercado Libre | UX Design Project Leader | Sep 2024 – Oct 2026

Vehicles business unit · Brazil and regional LATAM collaboration

Led UX strategy and execution for vehicle buying, selling, and financing products at Mercado Libre, focusing on Brazil and collaborating across Latin America. My scope covered end-to-end buyer and seller experiences on web and mobile apps, combining people leadership, product strategy, cross-functional collaboration, and hands-on execution through AI-assisted Design-to-Code.

- **People Management and Team Development:**
  Managed and developed a team of up to five Product Designers through performance reviews, individual goal-setting, mentoring, career development plans, hiring, calibration, and promotions. Supported each team member's growth by connecting development opportunities with team needs and product challenges. Drove technical alignment across the design chapter.
- **Product Strategy and UX Roadmap:**
  Defined the quarterly UX roadmap with Product and Engineering leaders, negotiating priorities and scope and aligning business goals, experience objectives, and solutions from the earliest stages. Participated in initiative ideation, definition, prioritization, and estimation, and managed the stages of the end-to-end design process.

- **New Business Models and Transactional Experiences:**
  Led experience design for new peer-to-peer vehicle sales and home-delivered pre-owned vehicle models in Brazil, as well as the post-MVP evolution of vehicle sales financed through Mercado Pago. These initiatives helped transform a business based on classified listings and lead generation into end-to-end transactional experiences that enabled new revenue streams. UX work contributed, alongside other business factors, to over 40% growth in transaction volume across these three business lines between 2024 and 2026.
- **Change Management, Capability Building, and AI:**
  Supported the transition from specialized Design and UX Writing pairs to generalist roles through mentoring and individual development plans, while integrating AI into team workflows. Between Q2 and Q3 2026, we observed that the time to define and hand off complex initiatives to Engineering decreased from approximately four weeks to one or two weeks, while the number of initiatives managed per quarter increased from approximately eight to nearly twice that volume. These were operational comparisons observed as the team's capabilities and ways of working evolved.
- **AI-Assisted Design-to-Code and Hands-On Delivery:**
  Independently designed and developed the regional "Sell Your Car" landing experience for six countries using Figma Make, Claude Code, and Specification-Driven Development (SDD). Shipped it to production in collaboration with Engineering, submitting pull requests reviewed, approved, and merged by Engineering. Subsequently implemented content updates and business-requested improvements. Examples of published versions: Chile · Brazil · Argentina · Colombia
- **Stakeholder Management and Cross-Functional Collaboration:**
  Partnered closely with Product, Business, and Technology teams, joining working sessions with team leads, managers, and directors to make decisions and develop solutions for the vehicle-selling experience. Used flexible, assertive communication, empathy, and active listening to build mutual understanding and reach agreements across teams, considering objectives, problems to solve, and the context of each decision. Sought to balance experience quality, business objectives, and time to market.
- **Product Evolution and Continuous Improvement:**
  Managed the continuous-improvement and enhancement backlog for vehicle sales financed through Mercado Pago following the MVP launch. Expanded use cases, prioritized optimizations to handle higher lead volumes, and strengthened seller onboarding. Drove seller loyalty features and visibility into performance metrics, contributing to greater platform engagement, a higher proportion of high-performing sellers, and improvements in buyer NPS.
- **Systems Thinking and Ecosystem Consistency:**
  Actively collaborated with other UX leaders and Product Designers whose teams owned experiences that intersected with the products under my responsibility. Proactively identified shared use cases and cross-product dependencies early, using systems thinking and internal benchmarking to guide UX strategy and consistently apply design patterns across Mercado Libre's ecosystem.
- **Marketplace UX Leadership Community:**
  Helped facilitate a community of more than 15 Marketplace UX leaders, promoting knowledge sharing, continuous learning, and opportunities to align best practices across teams.

Mercado Libre | Senior UX Designer | Aug 2021 – Aug 2024

Vehicles business unit · Brazil, Argentina, Mexico, Colombia, Uruguay, and Chile

- Designed digital product experiences for the Vehicles business unit across Brazil, Argentina, Mexico, Colombia, Uruguay, and Chile in collaboration with Product, Engineering, and Design teams.
- Designed the end-to-end buyer and seller journey for vehicle purchases and sales financed through Mercado Pago in Brazil from the ground up. Conducted in-person generative research at dealerships and co-led the design strategy and detailed use-case definitions through MVP launch, then supported the first sales with on-site research. The product introduced a new transactional model and a new revenue stream for the Vehicles business unit.

- After two consecutive years of above-expectations performance, stepped into the UX Design Project Leader (Acting) role in September 2023. Took autonomous ownership of the team roadmap, product decisions, and deliverables, serving as a UX point of contact for Product and Business; progressively supported career plans, evaluations, and calibrations with manager guidance before formal promotion in September 2024.

EARLIER EXPERIENCE

Walmart Chile | Product Designer | Aug 2020 – Jul 2021

Designed end-to-end digital experiences for Mundo Lider, including discovery, research, hypothesis validation, and collaboration on product decisions. Followed initiatives through production release and performance measurement. Platform improvements positively affected engagement, conversion, and CSAT. Contributed to technical alignment across the design chapter.

Acid Labs (Walmart Chile) | UX/UI Designer | Apr 2019 – Aug 2020

Designed experiences for Lider.cl's digital catalog, including navigation, new features, and experience improvements through research and prototyping.

Cardumen Latam (Banco Santander) | Digital Continuity Lead / UI Designer | Jul 2017 – Apr 2019

Led ongoing improvements to Banco Santander Chile's public website, coordinating priorities and teams while designing experiences for its digital ecosystem.

TuVes S.A. | Graphic Design / UI | Jan 2015 – Jul 2017

Delivered digital design and brand identity projects for Chile, Bolivia, and Peru; coordinated with Marketing, vendors, and external teams.

Inter Venezuela | Design Lead (2012–2015) · Graphic / UI Designer (2007–2012)

Led an internal design team and coordinated external partners across digital initiatives, visual identity, and communications; previously developed interfaces and digital campaigns.

EDUCATION

Digital Product Designer · The Hero Camp · Spain (2020)
Diploma in Information Architecture and User Experience · Universidad Central · Chile (2018)
Graphic Designer · Instituto Universitario de Tecnología Antonio José de Sucre · Venezuela (2005)

LANGUAGES

Spanish: Native · **English**: Professional working proficiency (meetings, interviews, and presentations).

TOOLS & METHODS

Design: Figma, Photoshop, Illustrator, Design Systems, Figma Make, interactive prototyping.
AI-assisted frontend development: Claude Code, OpenAI Codex, Specification-Driven Development (SDD), HTML/CSS, JavaScript, React, Git/GitHub. **Analytics**: Amplitude, funnel and conversion analysis.