

Melany *Olivares* Becerril

Product Designer | Complex Systems | Fintech & Enterprise SaaS | Cross-Functional Collaboration

123mel.ida@gmail.com

+49 177-2313949 (DE) · +52 55 5054 0063 (MX)

linkedin.com/in/uxmel-olivares

melanyolivares-be.github.io

Remote — authorized to work in Germany and Mexico; available to collaborate remotely with teams across Latin America.

— PROFESSIONAL SUMMARY

Product Designer with **4+ years of experience** across payment platforms, e-commerce and omnichannel systems, leading redesigns that cut operational time and critical errors across **200+ points of sale**. Skilled at combining research, systems thinking and cross-functional facilitation to align users, business and engineering — turning complex processes into scalable, evidence-based products.

— EXPERIENCE

Product Designer (UX/UI) · *Zebrands*

Dec 2024 – Apr 2026 · Remote

ZePOS — Omnichannel Point-of-Sale Platform

- Led the design response to a critical system failure during Hot Sale that left 200+ stores unable to sell, driving the end-to-end redesign of ZePOS within an 18-person cross-functional team.
- Partnered directly with the CTO, CPO, and technical lead (no PM on this project) as one of two designers, owning all cross-functional presentations and negotiations.
- Diagnosed root causes using evidence from users, store operations, system architecture and production monitoring (Sentry, Grafana), applying systems thinking to resolve failure points beyond the interface.
- Prioritized fixes by operational risk and designed for resilience (error states, timeouts, offline recovery), reducing core flow times by over 50% (search 12–15s to 4–6s; cart 12–15s to 3–5s; checkout to under 15s) and cutting payment errors from 10% to <2%, inventory errors from 15–20% to <5%, and backend sync errors from 8% to <1%.
- Designed quick checkout for in-stock items and real-time availability/wait-time visibility for backordered items, aligning business rules that the CPO and Payments teams had been interpreting differently.
- Presented the project's business impact company-wide at a Monthly Operations Meeting (MOM) and led remote training for 500+ store employees in Mexico and the launch in Brazil with Portuguese-language training materials, rolling out the redesign progressively through pilot stores across 200+ locations.

Environment: Omnichannel POS, Retail Technology, Product Discovery, Design Systems, Systems Thinking, Stakeholder Alignment, Executive Presentations, Multilingual Training, Change Management, Sentry, Grafana, Figma

Product Designer (UX/UI) · *Insight One*

Jan – Jul 2024 · Remote — U.S., Mexico and Venezuela

B2B Smart Payments Platform

- Owned end-to-end product design for a PCI-DSS-certified B2B smart payments platform, from discovery through delivery — including the initial pitch, stakeholder negotiation and ongoing conversations with the Director of Operations and other C-level stakeholders — as design lead alongside one other UX designer.
- Identified three distinct user types — commercial managers, IT system managers and developers — through research, and redesigned view segmentation by role, reducing support tickets by 40%.
- Facilitated alignment between Payments and Business teams, surfacing inconsistencies in transaction approval/rejection rules and an unaddressed security risk window.
- Translated business and technical requirements into intuitive, scalable transactional interfaces through wireframes, prototypes and high-fidelity designs.
- Conducted usability testing to validate design decisions and prioritize operational reliability.

Environment: B2B SaaS, Payment Platforms, PCI-DSS, Discovery, Information Architecture, User Research, Stakeholder Negotiation, Prototyping, Agile

UX/UI Designer · *Clue App* — UX Case Study

Sep – Nov 2023

- Redesigned a health app as an independent case study, focused on optimizing onboarding and navigation.
- Conducted a UX audit and benchmarking analysis to identify undocumented friction in onboarding and navigation.
- Designed and tested interactive prototypes at low, medium, and high fidelity with real users.

Environment: UX Audit, Benchmarking, Prototyping

UX/UI Designer · *PALM* — Circular Economy Startup

Mar – Jul 2023 · Colombia

- Redesigned landing and homepage experiences within a circular-economy business model, reducing bounce rate by 25%.
- Improved UX writing and communication clarity, increasing user retention by 15%.
- Delivered weekly iterations in an agile environment, reducing development time by 20%.

Environment: UX Writing, Conversion Optimization, Agile Delivery

UX/UI Designer · *Locusroom* — Startup

Jan – Mar 2023 · Chile

- Designed the payment system for an early-stage startup, working within a small agile team to simplify the end-to-end purchase process.
- Redesigned the payment flow, reducing friction and the steps required to complete a purchase.
- Conducted UX research and validated high-fidelity prototypes through usability testing, delivering high-impact iterations in an agile environment.

Environment: Payments UX, Usability Testing, Agile

Project Manager & Public Policy Consultant

2012 – 2022

Led open government, open data, and multi-sector collaboration projects, coordinating interdisciplinary teams and facilitating agreements between public institutions, civil organizations, and strategic stakeholders. This experience built the negotiation, executive communication, stakeholder management, and collaborative facilitation skills I apply today in digital product design.

AREAS OF EXPERTISE

PRODUCT DESIGN

Product Discovery, UX Strategy, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping

RESEARCH & VALIDATION

User Research, User Interviews, Journey Mapping, Usability Testing, Research Synthesis, Data-Informed Decision Making

COMPLEX SYSTEMS

Point of Sale (POS), Payment Platforms, PCI-DSS, Enterprise Workflows, Design Systems, Component Libraries, Accessibility

CROSS-FUNCTIONAL COLLABORATION

Stakeholder Management, Workshop Facilitation, Executive Presentations, Negotiation, Change Management, Agile Methodologies, Developer Handoff

TOOLS — Figma · FigJam · Miro · Notion · Maze · Jira · Confluence · Sentry · Grafana

EDUCATION

UX/UI Design — Laboratoria, LatAm (2023)
An intensive design program that receives applications from hundreds of women across Latin America each year, admitting only 50 per cohort. Worked in a simulated real-world environment on projects for companies and startups across the region using Agile methodologies.

B.A. Social Communication — Universidad Autónoma Metropolitana (2012)
B.A. Political Science — UNAM (2010)

LANGUAGES

Spanish — Native
English — B2–C1
Portuguese — B2
German — B1, TELC