

Jazmín Becerra Batán

STAFF PRODUCT DESIGNER

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EXPERIENCE

Stori — 2 yrs 11 mos

Staff Product Designer
Mar 2026 – Present · 9 mos · Remote

Senior Product Designer
Dec 2023 – Feb 2026 · 2 yrs 3 mos · Remote

- Designed Stori Préstamos from 0 → 1: the first loans ran over WhatsApp, with a team of four and no engineers.
- Led the move into the app (loan management, payments and application). Today the product has issued 1M+ loans and the team grew from 4 to 25.
- Designed the New-to-Credit in-app experience and set up a continuous research program, shared across product teams.
- Part of Stori's AI research team: I help build AI orchestrators for design workflows, from requirements review to visual QA.

Kala

Senior UX/UI Designer · Founding designer
Apr 2022 – Oct 2023 · 1 yr 7 mos · Remote

- First designer, right after the first funding round. Built the B2B embedded lending platform from scratch with the CEOs and VPs of Product and Engineering.
- Designed the white-label credit application, the application manager and a configurable roles and permissions system.
- Credit processing for clients went from 7 business days to 2 hours.

La Haus

Product Designer
Oct 2021 – Apr 2022 · 7 mos · Remote

- Designed the La Haus Hipoteca MVP: a short mortgage pre-approval for first-time buyers, backed by a financial advisor.
- Mapped and designed its entry points across web, app and campaigns.

TOP SKILLS

AI-Assisted Design
0 → 1 Product Design
User Research
Fintech & Lending
Design Systems
User Interface Design

CERTIFICATIONS

- UI/UX Web Developer
- Interface Design and UX
- Product Designer
- Design Thinking

LANGUAGES

- Spanish · Native
- English · Professional

EDUCATION

Universidad Nacional del Litoral
Computer Science Applied to Design
2015 – 2019

Colegio Universitario IES
Multimedia Design
2010 – 2013

Mercado Libre 5 yrs 1 mo

UX/UI Designer · Mercado Pago

Jan 2018 – Oct 2021 · 3 yrs 10 mos · On-site · San Luis, Argentina

- Designed the Mercado Pago Card for Brazil (2020–2021): one hybrid debit and credit card, with virtual, physical and NFC payments.
- Ran User Labs to remove adoption barriers, and worked on the launch of the credit function. Today it's Brazil's 6th largest credit card issuer.

OM

Oct 2016 – Dec 2017 · 1 yr 3 mos · On-site · San Luis, Argentina

Earlier experience

Instructor, Programming for Visual and Interactive Art · FUNDHER

Sep 2016 – Nov 2017 · San Luis, Argentina

Technical Assistant · Servicios y Consultoría

May 2013 – May 2016 · San Luis, Argentina