

Gonzalo Fasce

Product Design Lead

geefedesign@gmail.com · [Buenos Aires, Argentina](#) · [LinkedIn](#) · gonzalofasce.com

Profile

Product Design Lead with 7+ years in enterprise fintech. I created the UX practice at N5 Now and led its team, and built MOB, the design system that is now the company standard across 6 banks in Latin America. I design systems, processes and teams, and the surface people end up touching.

Experience

N5 Now

2019 — Present

Product Design Lead

- Created the company's UX practice, led a team of three designers and defined the methodology, processes and quality standard the team works with today.
- Built MOB, the platform's design system: today it is 62 components living in the engineering repository, and all three active products at the company are built on it.
- Redefined the system on a new library in six weeks without stopping the platform rebuild: separated the specification from the implementation and handed the stack decision back to the frontend team with a measurable criterion.
- Redesigned the financial CRM and designed the Campaign Management and commercial incentive modules for bank sales teams, implemented across 6 banks in Latin America.
- Encoded the system into AI-assisted prototyping tools: a desktop prototype adapts to iOS and Android in a couple of hours, and the product team generates its own artifacts without going through design.
- Led the visual and UX conceptualization of a new AI engagement platform, presented by the CEO in a keynote at Fintech Americas.

Freelance UX/UI Consultant

2018 — 2022

Bistrosoft · BLKmarket · others

- Advised startups and early-stage products on UX/UI.
- Prototyped, conceptualized new features and designed interfaces aligned with product goals.

Gomovil

2014 — 2019

Product design and development

- Crossed over from graphic design to product: web portals and mobile apps end to end, from wireframe and prototype to the final interface and production HTML/CSS.
- Tracked the metrics of what I designed and how the products performed in the app stores. It was the first time the work did not end at delivery.

Anuntis Segundamano

2010 — 2014

Graphic Designer · Autofoco and Segundamano

— Designed covers, ads and online campaigns for both magazines, and coordinated the graphic team's workload.

Education

Universidad de Morón

2012 — 2014

Bachelor's Degree in Multimedia Graphic Design

Universidad de Morón

2007 — 2012

Graphic Designer

Skills

DESIGN

Design systems · Design tokens
Product Thinking · UX Writing

APPLIED AI

Assisted prototyping · Structured prompting
Claude · v0 · Lovable · Stitch · Figma Make

TOOLS

Figma · FigJam · Adobe CC
Miro · Notion

LEADERSHIP

UX team management · C-level stakeholders
Design methodology and process

Languages

Spanish Native English Advanced — C2