Mario Rocchi

Senior Product Designer

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EXPERIENCE

Senior Product Designer — Klarna

Jan 2022 - Sep 2024

- Led the redesign of Klarna's global payment and settlement flow, replacing fragmented per-market flows with a single adaptive system grounded in usage data.
- Result: +10% payment completion rate, −0.5s per payment, and reduced ongoing development effort from consolidating market-specific flows.
- Navigated a mid-project pivot to a new company-wide UI direction from leadership without slipping the delivery timeline.
- Ran user research across Sweden, Germany, and the USA to validate design decisions pre- and post-launch.

Senior Designer — Walmart (via Zemoga)

Aug 2020 – Dec 2021

- Designed core shopping flows — Cart, Checkout, Returns, In-Store Maps — for Walmart's consumer app.
- Revamped search to disambiguate overlapping categories (e.g., groceries vs. electronics), improving result relevance.
- Contributed to the Walmart+ membership rollout, designing upsell and cross-sell touchpoints.

Lead Product Designer — Hello Insight

Aug 2017 – Mar 2020

- First designer hired; owned visual identity, information architecture, and design system across web, app, and marketing.
- Designed the core product Dashboard, enabling users to create programs, view reports, and manage groups.

FREELANCE & INDEPENDENT PROJECTS

Founding Product Designer (Freelance) — VendolQ

Jun 2024 – Present

- Joined as founding designer inside a venture studio incubation; shaped two defining product decisions — a trust-first AI architecture and a full native mobile rebuild after web pilot testing exposed field-use limitations.
- Shipped native iOS and Android apps for field capture, plus a desktop platform for managing captured data.

Senior Designer (Contractor) — DoorDash

Jan 2026 - Aug 2026

- Joined to help unify three independently branded delivery platforms (DoorDash, Wolt, Deliveroo) post-acquisition; owned merchant activation flows, consumer app item customization, and ads/catalog tooling.
- Delivered across roughly 7 projects in 7 months within a large, distributed, cross-functional organization.

Senior Product Designer (Contractor) — Opfyx

Jan 2026 - Aug 2026

- Owned core product design for an aviation operations SaaS startup — dashboards, authentication and navigation, messaging, and resource allocation — including AI-assisted features that shipped.
- Designed white-labeled views live with partners including Etihad and Terminal 6 JFK.

Product Designer (Freelance, part-time) — NeonMob

Jun 2018 – Sep 2023

- Long-running freelance design partner for a digital art marketplace; shipped features spanning discovery (redesigned collect page), engagement (leveling and in-app currency system), and social (trading filters, in- app messaging).

SKILLS

Figma · FigJam · Design Systems · User Research · AI-Assisted Prototyping (Cursor, Figma AI. Claude Code) · 0-to-1 Product Design · Cross-Functional Collaboration · Design Ops

EDUCATION

Bachelor of Graphic Design — Universidad Autónoma del Caribe 2011

UX-PM Certification — UXalliance 2018