



Nerissa del Rosario, Product Designer

Product designer and founder with 6+ years in consumer tech. I excel in creating beautiful data-driven user experiences and lead design and product strategy from concept to launch.

Los Angeles, CA | nerissaanela@gmail.com | nerissaanela.com

Education

B.S. Informatics

UCI Irvine, CA
Human Computer Interaction (HCI)

Skills

Leadership
Product strategy
Research
User interviews
Figma
Prototyping
Design systems
Communication
Branding
Graphic design

Keywords

Start-ups
Mobile
iOS & Android
Responsive web

Experience

Founder & Lead Product Designer @ Swiftly (Fintech, Consumer)

August 2023 – Present | Los Angeles, CA

- Conducted in-depth research on digital nomad consumer financial behavior.
- Designed and developed a mobile app for nomads to efficiently manage finances.
- Crafted a compelling pitch deck and successfully conducted investor meetings.

Founder & Lead Product Designer @ Loop (Social, Consumer)

January 2023 – September 2023 | Los Angeles, CA

- Founded Loop, a startup fostering family connection.
- Conducted qualitative research on emotionally and physically distant families.
- Designed MVP features for the mobile app that prompts users with daily questions.
- Managed stakeholders, including 4 engineers, prospective investors and advisors.
- Grew a pre-launch waitlist to 500 users.

Lead Product Designer @ Onward (Fintech, Consumer)

November 2021 – January 2023 | Los Angeles, CA

- Led product design strategy and execution for a Series A startup.
- Achieved 5% growth in co-parent pairs.
- Increased MAUs to 15k and expenses settled by 7%.
- Developed an automated debit card with Stripe and Solid integrations.
- Successfully launched a subscription model to new and existing users.
- Created and maintained the design system.

Sr. Product Designer & PM @ Core Digital Media (Fintech, Lead Gen)

December 2018 – November 2021 | Los Angeles, CA

- Led and mentored a team of 6 designers.
- Transitioned to product, leading innovation for personal finance products.
- Launched WalletJoy, a web app that guides financial novices through major life events.
- Achieved a 53% increase in leads through AB testing for ClassesUSA.

UX UI Designer @ Zodiac (Aviation, Media & Entertainment)

September 2017 – December 2018 | Orange County, CA

- Designed and prototyped inflight entertainment systems, securing contracts exceeding 2M+ from leading international airlines.
- Key projects: Rave 2020, Kid's Mode, Crew Panel.