

CECILIA SALEME

Product Designer & Design Engineer

Lisbon, Portugal · Remote, EU / LATAM / US time zones · info@mcsaleme.com · mcsaleme.com · linkedin.com/in/mcsaleme · github.com/csaleme

Product designer who takes B2B platforms from unclear to structured, and then ships them. Sole designer at Publica.la (250+ publishers), where I led the full redesign and built a prototyping platform that delivered 23 working prototypes to the dev team. On the side I design, build and launch my own products.

EXPERIENCE

Product Designer · Publica.la

Jul 2024 – May 2026 · Fully remote

B2B digital publishing platform, 250+ publishers. Sole designer with 6 developers, PMs, support and the CTO; freelance collaborator since 2019.

- Cut feature delivery from months to under a week by replacing static specs with working prototypes the developers pulled from Git.
- Built a prototyping platform on the team's real stack (Laravel, Livewire, Flux UI) and shipped 23 functional prototypes in 3 months, each with its own URL, share links, pinned comments and Linear traceability.
- Delivered a new reader with every change a major new publisher required in under a week. Led the full redesign: login, checkout, reader, dashboard, subscriptions, emails, website. Work under NDA.

Founding Designer · BuscoServicio

Feb 2026 – Present · Remote

Services marketplace in Argentina. buscoservicio.com.ar

- From the founders' idea to production in under 6 months, alone: research, brand, UX, Next.js + Supabase code, launch and marketing. 151 merged PRs, 59 migrations, tests, CI, Sentry.
- Scaled a small MVP into a full platform: booking, profiles, internal chat, bank-transfer payments with admin validation and payouts, identity verification, admin panel, emails, campaigns and 20 video tutorials.
- 230+ professional profiles across 16 categories, activated through three email and WhatsApp campaigns with zero paid acquisition; client side opening now.

Design & Web Lead (freelance) · MAREM

Jul 2026 – Present · Remote

Industrial B2B company, mining and energy clients. maremtech.com

- Redesigned the site in Figma and rebuilt it in WordPress in English, Spanish and Portuguese: home, 4 product landings and a products hub.
- Technical SEO (audit, keywords in 3 languages, redirects, structured data, GA4), brochure template and a 6-post LinkedIn series.

Product Designer · Rebill (YC)

Apr – Dec 2023 · Buenos Aires, then remote

- Designed the whole merchant dashboard, checkout and subscriptions of a LATAM payments platform, plus websites and motion graphics; led and scripted the customer case-study videos with the creative director and CEO.

Design Lead · Jungla Studio

May 2022 – Apr 2023 · On-site

- Led a team of 4 designers and 8+ client accounts in parallel: UX/UI and websites, packaging, stands, video, 3D, merchandising, print and digital graphics.

Design Consultant & Mentor · WeCreati (own practice)

Jan 2024 – Present

- Design consulting for product, editorial and branding clients; mentoring for designers and first-time founders.

PRODUCTS I BUILT

- **BuscoServicio** · Live · Services marketplace. Next.js + Supabase. 230+ professional profiles. buscoservicio.com.ar
- **Italiano per Noi** · Live · Italian for Spanish speakers. React + Stripe. 37 active users, 5 on Pro. italianopernoi.com
- **Bem Tuga** · Launching · European Portuguese for expats, built on the Italiano per Noi codebase.

HOW I WORK AND WHAT I AM LOOKING FOR

Always the sole designer or the lead so far; next I want to work with a team of experienced designers. What I enjoy most is helping companies grow: ordered but very fast, calm under pressure, pushing the team past its limits together.

SKILLS

Product design: UX/UI, user research, information architecture, design systems, prototyping, UX writing.

Engineering: Next.js, React, TypeScript, Tailwind, Supabase, Laravel + Livewire, WordPress, Git, Vercel, Playwright, Sentry, AI-assisted development (Claude Code).

Growth & visual: technical SEO, GA4, email campaigns, LinkedIn content, video, brand, illustration, 3D.

EDUCATION & LANGUAGES

Visual Communication Design · UNLP, Argentina · Spanish (native), English and Portuguese (professional), Italian (basic)