Silvia Checa

DESIGN LEADER

Payments, fintech and customer experience across the Americas

CONTACT

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EDUCATION

Georgetown University
MPS, Design Management, Communications & Technology, 2022

Pontifical University, Salamanca
BA, Mass Communication, Advertising & PR, 2012

Harvard Data Science
Agentic AI Intensive, 2026

LANGUAGES

Spanish (native) · English (fluent) · Portuguese (fluent) · Italian (professional) · Mandarin (basic)

COMMUNITY

Women in UX
Mentor, among the community's first mentors

RECOGNITION

Grand Prize, ANA Multicultural Awards USA
Cannes Young Lions, shortlisted
Coca-Cola Marketing Excellence Award
Euro RSCG Worldwide Strategic Award
EU Scholarship, Communication Sciences

PROFILE

Design leader with 20+ years across payments, financial services, technology and government. I lead design teams and partner with executives to shape payment experiences across the Americas. I set clear goals, mentor designers through change, and explain design in terms of business results.

LEADERSHIP

Style	Calm, people-first leadership: clear goals, honest feedback and perspective over answers.
Teams	Lead and develop a team of designers across the Americas. First point of reference for new members.
Direction	Define objectives, priorities and expectations so teams work smoothly, even asynchronously and with little time.
Influence	Partner with senior stakeholders across product, technology and business. Run workshops, design sprints and co-creation sessions.
Mentorship	Coach designers on confidence and navigating a large organization.

EXPERIENCE

Senior Design Lead, Product Experience Design

Visa Inc. | Miami, FL | **2022 - Present**

- Lead product experience design teams, working alongside business and technology to turn complex needs into clear experiences.
- Partner with executives and support the development of designers, connecting people's needs with business goals.

Earlier career

Lead Design Strategist & Researcher, HCL Technologies, Houston (The Pentagon, ExxonMobil, USAA) — **2019 - 2022**

Lead UX Designer & Researcher, Objectstream, Oklahoma City (FAA) — **2016 - 2019**

Creative Director & UX Designer, Whee Studio, Rio de Janeiro — **2013 - 2016**

UX Designer, Digitalist, Beijing — **2012 - 2013**

Senior Art Director, AlmaDDB, Miami — **2011 - 2012**

Art Director, J. Walter Thompson, Miami — **2008 - 2011**