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PROJECTS AND WORK EXPERIENCE

UI/UX Design- Product Design

March 2017 - Present

Buenos Aires, Argentina.

Barcelona, Cataluña, Spain.

- Opinno/HP (2022/present)
Opinno is a global consultancy firm, in which I work since 2022. I've been part of the HP team for about a year now, helping them update their UI and design system for HP Smart, their printers app and desktop software.
- **Mindtree/Dyson (2021)**
UX
Deliverables
Report with recommendations on usability and accessibility of their Australia and New Zealand interfaces.
Methodologies
User interview and usability testing- Heuristics- IA- User flows- WCAG 2.1 review.
- **Las Vegas Online (2020)**
UI
Deliverables
Design system.
Methodologies used
Sketches- Wireframes- Prototypes (desktop and responsive)
- **Estudio Rinci**
Product Design
Deliverables
Research, UX, UI, UX Writing
Methodologies used
Stakeholder interviews – Competitive audit – Service blueprint – User interview and usability testings – Content strategy –User personas – Scenarios – Mental model – Workshops – Moodboard – Wireframes – Prototype – Design system

SKILLS

I specialize in **designing interfaces that are both functional and aesthetically pleasing**. I understand that the way a product looks and feels can have a huge impact on how users perceive it, and that's why I strive to create designs that are not only beautiful, but also easy to navigate and use.

I have worked with a variety of clients to **create and maintain design systems for their products**. This includes developing **style guides, creating reusable components and templates, and providing ongoing support and maintenance to ensure that the design system remains up-to-date and effective**.

UI

Visual Design -typography, desktop/mobile UI, color, layout, iconography, and aesthetic-. Impact of these elements in product function.

Design System: building, maintenance -color guides, typography guides, iconography, elements, components, responsive web, apps and desktop-.

Wireframes, mockups, designs, and prototypes: Adobe XD, Figma, Miro, Sketch.

Atomic Design fundamentalist.

UX

Deep knowledge of user-centered design principles.

Apple & Google's human interface guidelines, standards, conventions, and best practices.

UX research (quantitative and qualitative methods such as surveys, interviews, usability tests, analytics, hotmaps, among others).

UX Design (information architecture, user flows/journeys among others)

Audit and high-quality recommendations in UX design practices (Usability, Accessibility/ WCAG 2.1 standards)

Web Analytics (Google Analytics, heatmaps, among others)

Cross-platform user interface design.

Other

Have experience working in cross-functional and distributed teams to develop products from concept to launch.

Experience working with Agile Methodologies.

Attention to detail.

Ability to adapt and teamwork.

Proactive, responsible, flexible and decisive.

LANGUAGES

- Spanish: native
- English: advanced