

ROMINA TOSUN

UI/UX

I strongly believe that being a designer is solving problems creatively by optimizing resources.

DETAILS

+54911 6932 6788
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NATIONALITY

Argentinian
Portuguese

LINKS

Behance
Linked In

SKILLS

Figma
Adobe Photohop
Adobe Illustrator
Adobe In design
Adobe After Effects
Procreate
Adobe XD
Sketch

STUDIES

2009-2013

BA Graphic Design
and Visual Communication

2005-2007

BA Professional Photography

EMPLOYMENT HISTORY

Leniolabs - Product Designer
2021-Current

I work as Sr. Product Designer for a client call TriNet which is a company that develops software for human resources management. My everyday responsibilities include create components, wireframing, prototyping, user interviewing among others.

DGSIAF - UI/UX
2020-2021

During 2020 I was training in usability and to accompany that growth I joined the Dirección General de Sistemas Informáticos de la Administración Financiera as UI / UX. With my team we are making the Design System for the Dirección General de Sistemas Informáticos de Administración Financiera de Argentina. We are designing it using methodologies such as Atomic Design and agile.

Young&Rubicam BA - Visual Designer
2015-2018

I was in charge of the Petersen Group account made up of 4 banks with their 4 foundations. Y&R had recently rebraded these clients and they needed to update all of their products and services. Although a large part of the needs were printed, such as public roads, stands, brochures, etc., another large part of what I produced for them were digital products such as websites, home banking, newsletters, mailings, etc.
A digital product for which I designed the user interface and did the usability research, was an application for the cell phone to exchange points for products and discounts from Banco San Juan.
Another product that we developed for banks consisted of a prepaid credit card for students. We design everything from scratch, from branding to the website, through mailings, public roads and even the design of the card itself.
I designed the workflow between the client and the design department creating a naming system and file access to optimize time and resources. After three months we incorporated three more designers, whom I trained.

LANGUAGES

Spanish
English
Italian
French
Japanese

HOBBIES

Roller Derby, roller skate, paint, cook, make origami, listen to music, watch movies, gardening.

VOLUNTEERING

I helped by designing communications for Cascote Un Perro Macanudo an NGO responsible for the transit and adoption of rescued animals.
Also helped with the branding and design of several communications for the Argentinian Association of Roller Derby Referees.
I learned teamwork and leadership skills by being referee, trainer and player of Roller Derby which is a auto gestionated sport where with my team mates we needed to work toghether to organize lot's of things such as the economy of the team, tournaments, events, trips, etc.

Make Up Power - Product Designer
2013-2017

I was hired, as freelancer, for Pao Dessaner a famous make up artist in Argentina to design the whole product of her magazine called Make Up Power, the first digital magazine in Argentine with this content.
I was in charge of designing everything including brand design, editorial design, art direction of photo shoots, post production, digital retouching and content design.
I managed external resources as photographers, digital retouchers, producers, costume designers, and different brands of clothing and accessories for photographic productions.

La Nación - Digital Retoucher
2011-2015

I was in charge of preproduction and digital retouch of magazines as Brando, Rolling Stones Argentina, Lugares, Oh lala, Revista Maru among other products.
Also one of my tasks was the quality control of the impressions prior to the printing of the magazines.

Banco Publicitario - Graphic Designer
2010-2011

I was the art director assistant and I was in charge of designing newspaper advertisements for brands as Renault, BMW, Mercedes Benz, based on good practices and brand manual.

COURSES

2021 - **HTML + CSS at LenioLabs**
2020 - **HTML Basics with Jonatan Ariste**
2020 - **UX with Jonatan Ariste**
2020 - **Fantasy Lettering with Caro Marando**
2019 - **Lettering with Martina Flor**
2018 - **Fileteado Porteño with Gustavo Ferrari**
2017 - **Scrip Lettering with Ximena Jimenez**
2016 - **Character Design with Patricio Oliver**
2015 - **Lettering with Natalia Elichirigoyty**