# Francisco Vaccaro

## Product Designer & Technical Project Manager

franciscovsk@gmail.com - +543512595095

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## Professional Summary

Experienced Product Designer and Technical Project Manager with over eight years of expertise in delivering user-centric digital solutions and leading cross-functional teams. Adept at managing frontend and backend processes, coordinating with stakeholders, and driving development from concept to deployment. Proven track record in crafting AI-enhanced products, developing complex data visualizations, and supporting engineering teams with both strategic direction and hands-on technical knowledge. Clients include PayPal, Disney, and Aramco.

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## Professional Experience

### Product Designer & Technical Project Manager

**Improving South America** | August 2020 – Present
LenioLabs is a global software consultancy specializing in delivering cutting-edge digital products and solutions tailored to meet the needs of high-profile clients.

### Technical Project Management

- Oversaw technical planning and delivery of frontend and backend solutions, coordinating efforts between design and development teams.
- Translated technical requirements into actionable plans, helping engineers identify and implement practical, scalable solutions.
- Collaborated with stakeholders to ensure alignment of user experience with business goals, ensuring high-quality product outcomes.

- Supported engineering teams with architectural decisions and implementation strategies to streamline workflows and improve system performance.

**Data Visualization**

- Designed and implemented interactive, user-friendly data visualization components for high-profile clients, including PayPal, WakeCap, Disney, RapidCanvas, and Aramco.
- Partnered with developers and analysts to translate raw data into actionable visuals, enhancing decision-making processes through effective communication and collaboration.

**Product & UX Design**

- Innovated AI-driven product features, such as AI Agents and AI-powered suggestions, boosting user engagement and product functionality.
- Led product planning and strategy for clients like Sinacofi, aligning user experience with business goals and demonstrating strong problem-solving and adaptability.
- Crafted user flows and UI components for MyLenio, significantly improving team and task management tools through creative and detail-oriented design solutions.
- Fostered collaboration with cross-disciplinary teams, ensuring seamless coordination and user-focused design approaches.

**Project Coordination**

- Managed cross-functional teams, ensuring successful project delivery through defined roadmaps and task alignment.
- Collaborated with stakeholders to refine project requirements and maintain clear communication throughout lifecycles, showcasing leadership and time management skills.

**Interactive Development**

- Designed and developed interactive websites featuring 3D models and animations, leveraging creativity and attention to detail to captivate users.
- Delivered polished prototypes, bridging the gap between design and development for web applications through innovative and versatile approaches.

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**Graphic and UX/UI Designer**

**Vitnik** | April 2015 – August 2020
Vitnik is a leading Argentine fashion brand known for its innovative designs and commitment to empowering customers through high-quality apparel and digital solutions.

- Designed UX/UI and front-end solutions for internal applications, client tools, landing pages, and email templates, showcasing adaptability and creativity.
- Produced compelling graphic designs for flyers, digital catalogs, and social media campaigns, demonstrating attention to detail.
- Created engaging animations and video edits for landing pages using JavaScript and After Effects, reflecting strong time management and problem-solving abilities.

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## Education

**Bachelor's Degree in Graphic Design**
**Universidad Siglo 21** | 2012 – 2018

**Diploma in Videogame Development**
**Universidad Provincial de Córdoba** | 2019 – 2020

- Gained hands-on experience in game development workflows, mastering all stages of the creation process.

**Licenses & Certifications**

- **Inteligencia Artificial (IA): Herramientas para Diseño y Creadores**
  **CEI: Centro de Estudios de Innovación** | Issued: July 2024
- **Diseño UX/UI**
  **Coderhouse** | Issued: September 2019
- **Responsive Web Design**
  **freeCodeCamp** | Issued: May 2019

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## Skills

- **UX/UI Design & Prototyping**
- **AI-Enhanced Product Design**
- **Data Visualization & Analytics**
- **Project Coordination & Technical Management**
- **Frontend & Backend Process Understanding**
- **3D Modeling & Interactive Animations**
- **Front-End Development**: HTML5, CSS3, JavaScript, Angular
- **Graphic Design for Digital Media**
- **Video Editing & Motion Graphics**