Hello there, I am Irene López, UX/UI Designer



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Rosario, Santa Fe, Argentina

Years of experience	Designed projects	Landing pages designed	Design system created
7	+20	10	2

Summary

UX/UI Designer with a strong foundation in Graphic Design and proven experience leading cross-functional teams, managing digital products, and delivering **+3 dedicated projects**.
Skilled in end-to-end product design, from strategy to delivery, with a focus on user satisfaction and business goals.
Skills: front-end and **accessibility knowledge**, and **fluent** in **English** with successful collaboration across US and European clients.

Key Skills

Technical Skills
- Web design with semantic, accessible **HTML** and **CSS**
- Styling and component development using **React, Ruby, Astro**
- Email development from dynamic content implementation in **SendGrid**
- Tailwind CSS, Sanity and Webflow, Make
- Jira, Figma, Miro, Adobe Illustrator & Photoshop
- Design system creation, maintenance, and improvement
- Team leadership and project management
- Product management, requirement definition, and feature prioritization
- UI and UX design
- Effective communication in **English**

Selected Work History

WOW School (Graphic Design Teacher, 2024 - Present)

- Graphic Design course for adults who want to work independently or in businesses.

Lendesk (Improving (Product Designer, 2021 - Present)

- Mobile Designer in U.S. client
- Conducted interviews and customer testing demonstrations
- HTML and CSS collaboration in various projects

- **Crossmark (Email Developer, 2024- Present)**
  - HTML Email & Dynamic Content Developer (SendGrid)

- **Tilt Red (Product Designer, 2021-2023)**
  - Led product development and collaborated with cross-functional teams (Product, Marketing and Development teams).
  - UX/UI design and web projects, including AI integration.

As Tilt Red, I led the creation of **two design systems** based on Material Design, adapting them to each of the brands' growing look and feel following a major rebranding. Our responsibilities included meticulously designing the systems to ensure **working closely and continuously with the development team.** I often took on a **QA role, ensuring pixel-perfect implementation, accessibility compliance,** and overall optimal functionality.

At Crossmark, I worked on the implementation of email campaigns using SendGrid, collaborating closely with the marketing team and Figma files. Adobe Illustrator to optimize asset export for email design. Additionally, **I conducted an audit of the design system,** identifying areas for improvement and reporting bugs.

Mimacle Devs (UX/UI Designer, 2019 - 2020)

- Coordination of Design Team
- Experience in UX/UI design and web projects
- Worked with U.S. clients (Microsoft, Disney)

Freelance - JOB POINT (Graphic Designer, 2020 - 2021)

- Provided custom graphic design services.

Freelance - Silvina Tambasco (UX/UI Designer, 2020 - 2021)

- Collaborated on UX/UI design projects.

Sil Concatel - Argentina (Graphic Designer & Community Manager, 2019 - 2020)

- Graphic design and community management
- Experience with Spanish client

La Idea Agencia Creativa & Freelance (Graphic Designer & Community Manager, 2018 - 2019)

- Graphic design and community management

Formal Education

2021 **Escuela Superior de Diseño de Barcelona | ESDESIGN**
Postgraduate Master's Degree in Web and Mobile device design UX/UI

2009 **Instituto Juan Ulloa - San Vicente**
Bachelor with orientation in social sciences

2015 **Cambridge**
First Certificate in English (FCE)

Additional Education

2020 **Quarta Dimension**
Visual Thinking Course

2020 **Udemy - Javier González**
UX Design: Basics for Beginners Web Development Course

2018 **Coderhouse**
Full Stack Web Development Course

Acámica
Full Stack Web Development Course

IPMARK
Digital Marketing course

Sistema Nacional Seguros & Comercio Pelletier
Participation in the Mi Nuevo Hogar Solidario