USER EXPERIENCE - USER RESEARCH - PRODUCT DESIGN

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MY RECENT STORIES

Almundo.com (Buenos Aires) — NOW

Product Designer

As a designer my focus is to think about the product from the user´s perspective, to prioritize and make decisions based on research and metrics.
On a daily basis, I analyze business requirements, prototype solutions, interview users, test my designs with them, measure the results and come up with simple yet beautiful solutions for the developers to start coding.

gA *Grupo ASSA* (Buenos Aires) — 2016 - 2017

UX Practice Leader

- Plan and execute user-centered design projects
- Consult with clients to achieve the best design solutions to their problems
- Foster teams of able designers
- Integrate design thinking techniques and creative methodologies with engineering processes
- Always advocate for the user, and push for better design practices across the company

TRADEHELM (Buenos Aires - Chicago) — 2011 - 2016

Product Designer for Aquilon Energy Inc. (2014-2015)

Designed a new application for Energy Trading. As a consultant for the product team I was responsible for translating business requirement into wireframes and mockups and the entire look and feel of the app.

UX Designer for Mesirow Financial (2013-2014)

Re-styled some of the company's internal applications, taking into consideration business requirements; combining them with UX best practices and standards, including the creation of high fidelity wireframes, mockups and html/css for devs.

UX Analyst for Chicago Mercantile Exchange CME Group (2011-2013)

Developed Wireframes and Prototypes from business requirements, going through the process of Concept Design, Analysis and finally wireframe/Prototype development
Re-designed and improved usability of the desktop and mobile cmegroup.com site, iOS applications and Corporate Intranet, taking into consideration the previous research conducted in user testing sessions.

TRAVELOCITY (Buenos Aires) — 2009 - 2011

Senior Web Designer for travelocity.com

Designed and managed the creation of campaigns layouts and landing pages.
Worked closely with Information architecture team to create a better user centered design solutions in order to increase traffic and conversion rates. Interacted with both internal and external clients in a very fast paced production workflow.

BAHÁ'I WORLD CENTRE (Haifa, Israel) — 2004 - 2008

Digital Imaging and Restoration Specialist

Managed the production of facsimiles of original tablets and calligraphies of historic value. Responsible for training resources for the completion of the process

MY SKILLS

UX Design

. Advanced level of wireframing/prototyping software such as Axure, Baslmiq or Adobe XD.
. Translation of business objectives to web applications through UX best practices.
. Worked in Agile environments applying concepts of user-centered design.
. Proficient in interactive design and interface design.

User Interface

. Advanced Level in Sketch / Photoshop / Illustrator
. Experience with HTML5 and CSS3
. Designed Mobile Apps and Responsive Websites
. Worked with different Web Application Frameworks and CMS

User Research

. Scripting/moderating of usability tests
. Expert reviews (benchmarking, heuristic evaluations)
. Consumer insight apps (hotjar, optimizely, appsee, analytics)
. Quantitative research methods
. Participatory design Workshops
. User stories/ Card Sorting/Personas

EDUCATION

B.Sc. in Multimedia Technology Universidad Maimonides
(Licenciado en Tecnología Multimedial - November 2004)

Recent Courses

Product Management - UADE University

Usability and Accessibility Expert – University of National Technology (UTN)

Interactive Design for Everyone: Usability and Accessibility (Inclusive Design Movement)

Successful campaigns in AdWords, SEO positioning in search engines,
Content for the web and social networks

MORE ABOUT ME

"The earth is but one country and mankind its citizens..."

To live by that motto meant living in 3 different continents and visiting over 20 different countries. I thoroughly enjoy spotting the richness in each culture, carefully analyzing how we relate to each other and how we experience our every day lives in our own ways.

Languages: English (Fluent). Spanish (Native speaker)