

01 ABOUT

8+ years in visual communication and product design. End-to-end ownership of research, design systems, and UI for B2B SaaS platforms across Latin America, Europe, and the US, including AI-driven products. Actively expanding into AI-assisted design workflows.

02 EXPERIENCE

HEAL Security United States

UX/UI Designer (May 2024 – May 2026)

- Sole product designer — owned UX research, UI, brand, and design systems end-to-end.
- Replaced two early proto-personas with a single validated user persona, built through empathy mapping and iterative research with the PM and BA.
- Led a full brand redesign and ensured consistent implementation.
- Built Design System 2.0: light mode was fully adopted by the development team, and dark mode designed and documented ready for implementation.
- Redesigned information architecture and navigation, led new feature designs end-to-end, and shipped a browser extension from concept through launch.

TECHO Argentina

UX Researcher – Postgraduate diploma project (Mar 2024 – Dec 2024)

- Part of a research team analyzing the volunteer website experience, investigating why prospective volunteers weren't converting and identifying how to grow the international volunteer base.
- Conducted individual discovery research — 5 Whys, competitive analysis, and secondary research via social listening.
- Facilitated a stakeholder workshop to align on business goals and define the target user, participated in a heuristic evaluation, moderated usability testing, and in-depth user interviews to map the full volunteer journey and understand motivation, trust, and retention.
- Synthesized findings into strategic axes presented directly to client stakeholders.

Wizata Luxembourg

UX/UI Designer (Jan 2024 – May 2024)

- Sole designer — owned UX/UI direction and design system end-to-end.
- Created a user persona, improved information architecture and the user flow in close collaboration with the PM.
- Built a dark-mode-first design system with semantic color logic, documenting component behavior to standardize UI and remove ambiguity during development.
- Design system was fully adopted by the frontend team; delivered implementation-ready specs.
- Led UI redesign focused on hierarchy and workflow efficiency, reducing cognitive load for users.

Transbank Chile

UX/UI Designer (Apr 2023 – Jul 2023)

- Replaced an in-person, paper-based subscription process with a secure, self-service QR-triggered digital flow for Webpay PatPass, and validated the design through usability testing using moderated sessions with heatmap tracking.
- Followed a Double Diamond process alongside a UX Researcher — stakeholder and user interviews, empathy maps, journey mapping, and user persona, then carried those insights into wireframes, testing, iteration, and final UI.

Focal UI Designer (Sep 2022 – Apr 2023)

- Held in parallel with the UI Designer role — collaborated within a dedicated team focused on reviewing, updating and evolving the Transbank Design System, ensuring UI consistency across all corporate digital products.

UI Designer (Jan 2022 – Apr 2023)

- Designed interfaces for the complete Webpay PatPass user flow, aligned to brand and Transbank's Design System.
- Conducted usability tests to gather insights on the UX/UI, and supported UX research initiatives by translating insights into improved user interfaces.
- Facilitated reviews, retrospectives, and stakeholder workshops as part of the team's Agile methodology.

Patagonia Digital Argentina

Lead UX/UI Designer (Jul 2021 – Oct 2021)

- Owned client relationships end-to-end — discovery interviews, project scoping, roadmaps, and delivery — and designed websites, landing pages, and e-commerce platforms.
- Reviewed the work of other designers, provided feedback, briefed stakeholders, and ensured delivery deadlines were met.

UX/UI Designer (Jun 2021 – Jul 2021)

- Designed websites, landing pages, and e-commerce platforms for clients across health, fitness, and technology, translating each client's business goals and target audience into functional digital experiences.

Freelance Argentina

Graphic & Brand Designer (Dec 2017 – Jun 2021)

- Managed the full freelance process independently — client acquisition, briefing, research, design, printing, and delivery.
- Developed complete brand identities and designed and produced print and digital assets — including posters, packaging, editorial and marketing content — for clients in fashion, photography, entertainment, and other industries; occasionally hand-coded websites in HTML and CSS.

03 EDUCATION

Postgraduate Diploma in UX Research

Universidad de Belgrano, Argentina (2024)

Certification in Product Management

Universidad Tecnológica Nacional, Argentina (2023)

Technical Degree in Graphic Design

Escuela de Artes Visuales de Bahía Blanca, Argentina (2014 – 2018)

Diploma in Visual Arts

Instituto del Profesorado de Arte de Tandil, Argentina (2013)

Bachelor's Degree in Business Administration (incomplete)

Universidad Nacional del Centro, Argentina (2010 – 2012)

High School Diploma in Communication, Art and Design

Centro Polivalente de Arte de Tandil, Argentina (2007 – 2009)

04 SKILLS

RESEARCH

UX Research	User Interviews	Usability Testing
Heuristic Evaluation	User Personas	User Flows
Journey Mapping	Competitive Analysis	
Information Architecture	Empathy Mapping	

DESIGN

UX/UI Design	Product Design	Design Systems
Wireframing	Prototyping	Interaction Design
Visual Design	Brand Design	

CONTEXT

B2B	SaaS	Product Management	Roadmaps
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05 LANGUAGES

Spanish Native

English Advanced – C1