Alejandro Giusti

Languages: Spanish: native | English: bilingual

Senior UX/UI Designer & Motion Designer | Freelance

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PROFILE

Senior UX/UI designer with over 8 years of experience designing B2B and B2C digital products (web and apps) for companies such as Prosegur, Massimo Dutti, Festina Group, ISDIN and Volotea. I deliver end-to-end product design, covering every stage: user research, usability testing, flows, wireframes, prototypes, Design Systems and developer handoff, in agile teams (Scrum, Jira). Well-rounded profile with video editing, brand identity and front-end programming knowledge. Full portfolio available on a video call due to confidentiality.

SKILLS

Design & User Experience: UX/UI, Product Design, Design Systems, user research, usability testing, A/B testing, wireframes, interactive prototypes, interaction design, information architecture, accessibility (WCAG AA and AAA), graphic design, video editing, brand identity, photo retouching

Process: Scrum, Jira, UAT, QA, developer handoff

Tools: Figma, Sketch, Adobe XD, Zeplin, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, HTML, CSS, Jira, Trello

AI: ChatGPT, Midjourney, Claude Code, Claude Design, Gemini

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer & Multimedia Designer | Malt — Dec 2022 – Present

Prosegur | UX/UI Designer — Feb 2024 – Present

- Designed new features in Figma for 4 B2B security and monitoring platforms (DSOC, Alarm Control, ISOC Video, ISOC Suite).
- Built components and maintained each Design System; ran UAT/QA, Jira sprints and feature demos.
- Produced animated videos shown on a 34-screen video wall and used by the sales team in client tours.

ISDIN | UX/UI Designer — Aug 2023 – Jan 2024

- Designed web and app components, user flows and wireframes; high-fidelity prototypes in Figma.
- Maintained ISDIN's Design System; worked in agile with UX and development teams.

Gstock | Design System Specialist — Apr 2023 – Jul 2023

- Created the brand guidelines and the Design System for web and app (Alert, Autocomplete, Buttons, Card, Data Grid, among others).
- Designed the main web and app screens applying the new UI.

Volotea / Madrid in Game / INFiLED | UX/UI & Graphic Design — Dec 2022 – Mar 2023

- Volotea: UX/UI team cover, UAT, Sketch-to-Figma migration. Madrid in Game: web redesign. INFiLED: graphic pieces and video for LED screens.

Massimo Dutti (Inditex), Barcelona | UX/UI Designer — 2021 – 2022

- Designed e-commerce features (desktop, mobile and app), from user flows to developer handoff.
- Wireframes, prototypes, user research, usability testing and Design System updates in Scrum.

Festina Group, Barcelona | UX/UI Designer — 2020 – 2021

- Designed e-commerce features, wireframes and interactive prototypes.
- In-person and remote user testing, user research and A/B testing; developer support.

Conexa Software Factory, Buenos Aires | UX/UI Designer — 2017 – 2020

- Designed MVPs for e-commerce, automotive, aviation, navigation and POS payments.
- Wireframes, prototypes, animation and brand identity; stakeholder meetings and developer follow-up.

Grey Advertising / Blum Marketing / Monking | Buenos Aires | Graphic & Multimedia Designer — 2014 – 2017

- Graphic pieces, brand identity, video and social media content for brands such as Norton, Aperol and Sony.

EDUCATION

UX Design | Digital House, Argentina — 2018

Full Stack Web Development | Digital House, Argentina — 2017

Specialization in Brand Identity & Strategy | Universidad de Palermo, Argentina — 2016 – 2017

Graphic Design | Universidad de Palermo, Argentina — 2012 – 2016