



UX & UI Designer | Product Designer

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My Digital portfolio www.martindalessandro.com

[in](#) [Linkedin](#)

[Bē](#) [Portafolio](#)

I have collaborated for 15 years in the field of digital marketing agencies, design studios and government agencies. I have shared numerous projects with design and development teams.

My skills

Soft Skills: Motivation, Flexibility, Patience, Problem-solving skills, teamwork.

Primary Technical: Figma, Illustrator, Photoshop, InDesign, After Effects, Wordpress, Premiere Pro, Adobe XD, Sketch, Miro, Jira, Whimsical, Optimalworkshop,

Secondary Technical: HTML5, CSS3, Javascript

Industries: Banking, Cosmetics, Hospitality, Government, automotive, tourism, services.

Languages: Spanish - Native / English B2 intermediate

Experience

PRODUCT DESIGNER | UX UI DESIGNER | REAL ESTATE AND SERVICE SECTOR.

March 2023 - March 2024

<https://imagenmarbella.com/>

- Collaboration with product teams and engineers.
- **Design of new components, such as menus, tables and widgets with Figma, Adobe XD**
- Development of **mockups and prototypes**. - Work with **libraries and design systems**.
- Preparation and presentation of drafts and key stakeholders.
- Style in fonts, colors and images. - Presentation of product design ideas to cross-functional teams and the client. - **Scope of limitations with development, html, css3, javascript, etc.**

UX UI DESIGNER | PRODUCT DESIGNER IN MARKETPLACE / E-COMMERCE BANKING CAIXABANK

<https://www.wivai.com/>

July 2022 - March 2023

<https://thenorthstudio.com/>

- Identification opportunities to improve new products.
- Analyze market needs and consumer preferences.
- Stay up to date on current industry trends and market conditions.
- **Coordination with other members of the design team** to ensure consistent and accurate communication.
- Modification and revision of existing designs to meet changing customer preferences. **Preparation of wireframes, user flows, prototypes.**
- **Close collaboration with product engineers (Evaluation with development, html, css3, javascript, etc., and upload verification in Salesforce.**
- Presentation of product design ideas to interfunctional **BUSINESS** teams and stakeholders. - Omnichannel work methodology following guidelines web/app.

FREELANCE PROJECT MANAGER | UX & UI DESIGNER IN DIGITAL PRODUCT INTERNSHIP

December 2021 - July 2022

<https://europeanera.eu/>

- Project development for digital product on Erasmus+ services. Europeanera. - Research with presentation to the client. - Preparation of benchmarking.
- **Design of medium and high fidelity wireframes. Prototyping in figma. - Development of design system.** - Presentation of design improvements and insights. - **Usability test** in small groups. - Understanding of limitations on the part of **development, html, css3, wordpress, javascript.**

SENIOR DIGITAL DESIGNER & UX UI DESIGNER FREELANCE IN SMALL PROJECTS

March 2019 - July 2022

<https://behance.net/martindalessandro>

- Collaboration **with product teams and engineers**
- **Design of new components, such as menus, tables and widgets with sketch**
- Development of mockups and **prototypes in figma**
- Creation of digital design originals (images, diagrams and tables)
- Preparation and presentation of drafts and key stakeholders.
- Style in fonts, colors and images.
- Interface design, wordpress, 2D animations, animated gif pieces for social networks, banners.

✉ info@martindalessandro.com

☎ +34 675 12 71 34

📍 Malaga, Spain.

📅 08/02/1985

Certifications

Front End Web Development
2024 CoderHouse

UX/UI Design Coderhouse
[Linkedin](#)

University Of Buenos Aires
Graphic Design
2002 - 2012

University Of Buenos Aires
Product Photography
2012 - 2013

Wordpress Coderhouse
Argentina 2016

SENIOR DIGITAL GRAPHIC DESIGNER | GOVERNMENT OF BUENOS AIRES

February 2017 – December 2018 Buenos Aires, Argentina.

<https://www.buenosaires.gob.ar/usinadelarte>

Designed material for institutional websites, including information architecture, prototyping of web components, banners, and sections of the site.
Created 2D animations, animated GIFs, and pieces for social media, banners, signage, and wayfinding.

SENIOR UX/UI GRAPHIC DESIGNER

March 2016 – June 2016 Buenos Aires, Argentina.

<https://www.nsbagency.com/>

Developed websites in WordPress, with knowledge of HTML, CSS3, and JavaScript.
Prepared site architecture.
Designed graphic elements for online and offline digital campaigns.

TEAM LEAD / DESIGN COORDINATOR (BRAZIL / ARGENTINA) | EDITORIAL DESIGNER

July 2013 – March 2016 Buenos Aires, Argentina.

<https://www.arizona.com.br/>

Coordinated the design team for Natura cosmetics magazines in Chile, Peru, Argentina, Colombia, and Mexico.
Organized and distributed tasks, compiled and organized original files for printing, and managed proofing.
Designed and prepared original files for printing in InDesign.

EDITORIAL DESIGNER

July 2013 – March 2016 Buenos Aires, Argentina.

<https://www.arizona.com.br/>

Designed and prepared original files for printing in InDesign.

ART DIRECTOR | 1985 STUDIO

Designed brand identities, websites, and infographics.

May 2011 – July 2013 Buenos Aires, Argentina.

GRAPHIC DESIGNER | FLEXOGRAPHIC PREPRESS OPERATOR

April 2012 – July 2012 Buenos Aires, Argentina.

Designed and prepared originals for flexographic photopolymers.
Calculated flexographic distortion.

GRAPHIC DESIGNER

May 2009 – March 2012 Buenos Aires, Argentina.

<http://portafich.com.ar/>

Designed graphic elements for internal corporate communication, including signage, catalogs, and corporate identity.

GRAPHIC DESIGNER

December 2008 – October 2009 Buenos Aires, Argentina.

<https://www.estudiokrill.com.ar/>

Developed WordPress websites with knowledge of CSS3 and HTML.
Designed graphic elements for online and offline campaigns.

GRAPHIC DESIGNER | BTL PIECES

March 2007 – November 2007 Buenos Aires, Argentina.

<http://www.bapromotions.com.ar/>

Designed graphic elements for BTL advertising strategies, including flyers, digital banners, and corporate identity.