

Federico J. Creo

UX/UI designer

creofederico.com
creo.federico@gmail.com
linkedin.com/in/creofederico
(+34) 684 16 37 03

Skills

Design

User flows
Sketching
Wireframing
Mock-ups
Prototyping
Accessibility

Research

User research
User test
User persona
Data analysis
Storyboard
Heuristic evaluation

Soft

Communication
Team-building
Leadership
Persuasion

Tools

Figma
Axure
Adobe Suite
TryMata
Jira
Miro
MicroStrategy
UNO

Code (basic)

HTML & CSS
Javascript

Experience

eDreams - Senior Product designer Oct 2023 - Current | Barcelona

- Designed product usage and sales experience across desktop, mobile, and app platforms. Focus in storyboards, process flows to solve UX problems with innovative cost-effective solutions.
- Conducted UX research activities, reviewed survey and analytics results to understand the business potential of products.

SITA - SaaS UX/UI Designer Oct 2023 - Jan 2024 | Barcelona

- Design lead of a flight monitoring SaaS for the aviation industry during a 3-month consultancy contract, focusing on user-centered design.
- Lead user research, prototypes and user flow models to introduce innovative digital features, while installing UX methodologies.

HP - SaaS UX/UI Designer Oct 2020 - Oct 2023 | Barcelona

- Design lead in the creation of a new production monitoring SaaS, integrating testing, research, and design.
- Assisted in defining product roadmap, user requirements, and goals by leading usability tests and design activities.

HP - UI Designer Apr 2019 - Oct 2020 | Barcelona

- Led development and improvement of printer interfaces and SaaS products, prioritizing user experiences, including analysis, testing, and prototyping.
- Collaborated with stakeholder across multiple time zones for UX-driven enhancements and product optimization.

Natexo - UX/UI Web Designer Jun 2018 - Dic 2018 | Barcelona

- Developed digital marketing materials for European clients, ensuring brand consistency and effectiveness, while collaborating with regional teams to enhance campaigns performance.

Studies

Universitat Pompeu Fabra 2016 - 2017 | Barcelona

Postgraduate in Usability, Interaction Design and User Experience

Universidad Argentina De la Empresa 2015 -2016 | Buenos Aires

Postgraduate in marketing

Universidad Nacional de Lanús 2009 -2013 | Buenos Aires

Bachelor's Degree in Design and Visual Communication