

Federico J. Creo

Senior product designer

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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

Claude
Gemini
Figma
Axure
Adobe Suite
TryMata
Jira
MicroStrategy

Code (basic)

HTML & CSS
Javascript

Experience

PVcase - Senior Product designer

 Nov 2024 - Current | Barcelona

- Drive Interface design across SaaS products within a design system and style guides to improve and leverage UX/UI quality
- Identify product improvements and creation of metrics to measure UX driven interface success

eDreams - Senior Product designer

 Oct 2023 - Nov 2024 | 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 - Senior Product Designer

 Oct 2023 - Jan 2024 | Barcelona

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

HP - UX/UI Designer

 Apr 2019 - Oct 2023 | Barcelona

- Involved in the creation of new SaaS products, integrating design system components, research, design and prototyping.
- Assisted in defining product roadmap, user requirements, and goals by leading usability tests and research activities.
- 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