



Federico Del Fallo

Design Strategist

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I collaborate with international clients and stakeholders to deliver high-impact, user-centric products. My leadership experience enhances human-centered design practices through the integration of emerging technologies and the facilitation of cognitive walkthrough sessions.

With a robust foundation in research, design methodologies, and product management, I effectively interpret customer needs and translate insights into compelling user experiences. My strong written, verbal, and visual communication skills enable me to articulate complex workflows clearly and build consensus across interdisciplinary teams.

I am committed to developing streamlined design solutions for complex challenges, guided by a comprehensive understanding of user-centered design principles and heuristics.

Technical/Soft Skills

Team Lead Skills

- Leading and Coordinating small Design Projects, Managing and Mentoring Design Team Members, Setting Design Vision and Goals, Overseeing the Design Process from Concept to Delivery, Conducting Design Reviews and Providing Feedback, Ensuring Consistency in Branding and Visual Identity , Advocating for User-Centered Design Practices , Analyzing User Feedback and Design Metrics, Facilitating Workshops and Design Sprints, Staying Abreast of Industry Trends and Best Practices in Design.

Creativity IA Skills

- Expert in leveraging artificial intelligence tools to enhance creative workflows and generate innovative design solutions. Proficient in integrating AI-powered platforms like Midjourney, DALL-E, and Adobe Firefly into the design process to accelerate ideation, explore visual concepts, and streamline content creation. Skilled at balancing human creativity with AI capabilities to push creative boundaries while maintaining brand authenticity and strategic vision. Experienced in training teams on AI design tools and establishing best practices for ethical AI use in creative projects.

Art Direction Skills

- Creating User Interfaces for Websites and Applications, Developing Visual Design Elements (e.g., buttons, icons, typography), Designing Layouts and Navigation Structures, Collaborating with UX Designers and Developers, Conducting Visual Design Reviews, Ensuring Consistency Across Design Systems, Conducting Usability Testing for UI Elements, Creating Interactive Prototypes, Developing Responsive Designs for Various Devices, Documenting Design Specifications and Guidelines

UX Skills

- User Research and Analysis, Information Architecture, Wire-framing and Prototyping, Interaction Design, Usability Testing, User-Centred Design Principles, Familiarity with Design Tools (e.g., Sketch, Figma, Adobe XD), Collaboration and Communication Skills, Knowledge Accessibility Standards, Problem-Solving Skills, Empathy and Understanding User Needs.

Tools

1. Design

- Figma design
- Sketch design
- Adobe photoshop
- Adobe illustrator
- Mac/Pc

2 - AI

- Mid Journey
- Figma Make
- ChatGPT
- Perplexity

2. Pitch deck

- Figma slides
- Drive slides
- Miro
- Mural

4 - Planning

- Jira
- Trello
- Asana
- Drive Sheets

Work Experience

Globant Product Designer








Responsibilities & Tasks

In this role, I developed an extensible interactive style guide to support the ongoing advancement and extension of both new and existing product features, ensuring consistent and future-proof UI standards. I collaborated closely with cross-functional leadership teams—including design, product management, content strategy, engineering, and marketing—to deliver cohesive and aligned project outcomes.





Led Globant's UX team to design and execute next-generation publishing platforms, setting a 12–18 month UX vision aligned with feature development. Established a global user-centred UX practice, collaborated internationally to unify SaaS experiences, and developed a scalable UX/UI pattern library.

I actively participated in pre-sales activities, leading the creation of value propositions, performing accurate estimations, and presenting tailored solutions to clients, contributing to winning new projects and strengthening business relationships.

Product Designer Lead

-  **MAFF VOX Cinemas** • Full Time (2 years)
I led a user-centred research process that enabled me to define a set of comprehensive solutions, which where prioritised to develop an application focused on ticket sales and a responsive website offering the same functionalities, along with relevant corporate information.
Developed UX/UI concepts based on business needs and user research, creating user flows, wireframes, and prototypes to guide project kickoffs. Collaborated with Project Management to define objectives and timelines, delivering high-quality UX/UI solutions using current technologies in a competitive environment.
-  **SAFF** • Full Time (2 year)
I managed a cross-functional team to create a fan-focused application and a corporate informational website, maintaining uniformity and excellence throughout the digital experience of both products.
I led design initiatives focused on aligning client needs with institutional branding, shaping team direction and strategic vision. I coordinated a multidisciplinary team to successfully deliver complex projects, driving user research and design planning to develop informed solutions and incorporate stakeholder feedback effectively.
-  **Kayanee** • Full Time (9 months)
As Design Lead, I led a multidisciplinary team in developing an e-commerce platform, a venue access application, and a kiosk system for benefits management, ensuring consistency and quality across the digital experience of all products.
Defined UX/UI concepts grounded in business needs and user research, creating user flows, wireframes, and prototypes to guide project kickoffs. Collaborated with Project Management to align objectives and developed UX timelines to steer progress. Leveraged latest technologies to deliver high-quality UX/UI solutions in a competitive environment.
-  **Univision** • Full Time (1 year)
Led the development of a Univision application for OTT platforms, including Apple TV, Google TV, Roku TV, and Smart TV, ensuring high-quality performance and an optimised user experience across all devices.Here is the text transformed into a professional first-person CV style in English:
A UX/UI designer develops user-focused solutions that meet business objectives by conducting research, creating wireframes and prototypes, and designing visually appealing interfaces. They collaborate with stakeholders to refine designs through usability testing and feedback, ensuring smooth and intuitive user experiences. They continuously update their skills with current trends and technologies, combining creative insight with data-driven decision-making to address complex design problems efficiently.
-  **McDonald's** • Full Time (2 years)
During the pandemic, we planned, designed, and implemented a new responsive Webpage for McDonald's that enabled online purchasing, addressing the absence of a comprehensive online ordering service.
A UX/UI designer creates **user-centred** designs that align with business goals and user needs. They conduct user research, develop wireframes and prototypes, and design interfaces that are both functional and visually appealing. They collaborate with stakeholders to refine solutions based on usability testing and feedback, ensuring intuitive and seamless user experiences. Staying updated on trends and technologies, they balance creativity with data-driven decisions to solve complex design challenges efficiently.
-  **BBVA** • Full Time (3 years)
I led a team of eight professionals, including UX Designers, Art Directors, and Copywriters, responsible for adapting the Mobile Application to meet the specific requirements of the Argentine banking market.
A UX/UI designer combines skills in user experience research, mobile and web app design, information architecture, visual design, wireframing, prototyping, and usability testing. They lead teams, estimate projects, and contribute to product development using tools like Figma. Their work centers on user-focused, visually appealing designs that enhance digital interactions across platforms.
-  **Banco Macro** • Full Time (2 years)
I led a multidisciplinary design team in the end-to-end creation and implementation of eight web pages that supported and enhanced the digital presence of all business units within Banco Macro. This initiative involved cross-departmental collaboration to align with business goals and deliver a cohesive, user-friendly experience for diverse customers.
Designed corporate portals and sub-portals aligned with institutional branding, prioritising client needs. As a User Experience Associate, I led design projects, contributed to team direction, and collaborated within a multidisciplinary team. I engaged in complex projects, conducted user research, and participated in design planning to incorporate user feedback.

Product Designer

-  **United Airlines** • Full Time (6 months)
I actively contributed as a member of a collaborative design team responsible for the development of an internal application aimed at enhancing the efficiency and experience of employees.
Currently designing United Airlines' new flight and customer management tool used by all customer-facing agents worldwide, aimed at enhancing operational efficiency and improving user experience.
-  **AbInBev** • Full Time (6 months)
I created a Design System to support over 15 commercial product web pages, aimed at streamlining development processes and reducing time to market.
Led the redesign of AB InBev's project by managing discovery phase to secure budget approval, creating and presenting design proposals, and developing design tasks and content wireframes. Supervised and coordinated a team of visual and UX designers, distributing tasks efficiently. Maintained close collaboration with the client to align deliverables with their evolving needs and feedback.
-  **Disney** • Full Time (1 year)
I design a chat app that enabled parents to monitor and regulate their children's communications.
Managed the mobile app design process from discovery and budget approval to creating design tasks. Translated requirements into high-fidelity wireframes and design proposals, which were presented to the client. Oversaw the development phase to ensure adherence to the initial design, maintaining close collaboration with the client to adapt to evolving needs based on their feedback.
-  **Mastercard** • Full Time (5 month)
I designed one-page infographics presenting information and descriptions of user purchasing methodologies.
I analyse client requirements to create clear wireframes, then develop high-fidelity interactive prototypes with attention to style and functionality. I continuously update my skills with new technologies and work closely with clients, adapting designs based on their feedback. This ensures effective, user-focused infographics aligned with project goals.

Education

ORT School

Multimedia Designer

Bachelor's degree in graphic design & multimedia arts where I gain foundational skills in design principles, software, and visual communication. Taking advanced studies or specialised courses in animation, video production, or interactive media, enriching their creative and technical competencies.

CoderHouse

UX/UI Designer - Advance

I learn to create the initial UX / UI design concepts and take another step in the generation of prototypes, starting from the redesign of an existing brand to the creation of all functionalities necessary. I learn to define a methodology to approach each of the project stages and focus on the business.

Underground-ad

Art Director

Trains professionals to lead the visual and strategic aspects of communication campaigns across digital platforms, focusing on integrated strategies and emerging technologies

Globant - Design Center

UX Course

Activities and societies: User experience design, usabilidad

Dotzero

Photoshop Course

Activities and societies: Beauty photo retouching

Languages

Spanish

Native speaker

English

Professional working proficiency
(Working with English-speaking clients and colleagues for over 12 years)

Portfolio

Complete Portfolio →

Highlights



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Work Experience



Accenture

UI/UX Designer

Responsibilities & Tasks

In charge of UI designs team. Translate requirements into wireframes as low fidelity design solutions.. Conduct cognitive walkthrough sessions for low fidelity designs with the Client and Technology teams. Create high fidelity interactive prototypes or mock ups including Look&Feel styles and technical definitions. Monitor the development process to ensure that maintains the initial design proposal. Learn new technologies if required and improve my own knowledge to apply to any project. Work fluently together with the Client developing his needs in relationship with his feedbacks.

Skills

Visual Design · Project Estimation · Web Interface Design · Systems Design · Branding · Information Architecture · User Experience Research · Wireframing

Clients

Windows — Arcane

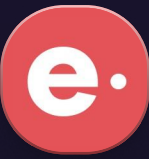


Underground

Design Teacher

Responsibilities & Tasks

I have served as an instructor for the following courses:Teaching Design, Vectorial Illustration, Adobe Photoshop, Adobe Ilustrator, Computer Graphics, Graphic Designs Applying



E-volution

Interactive Designer

Responsibilities & Tasks

Tasks performed include artistic direction, user interface design, and the development of both web and mobile applications. These responsibilities encompass the overall visual and creative guidance of projects, the crafting of intuitive and engaging user interfaces, and the technical execution involved in building functional applications for various platforms.

Skills

Visual Design · Project Estimation · Web Interface Design · Systems Design · Branding · Information Architecture · User Experience Research · Wireframing

Clients

Hewlett Packard — Windows — Coca-Cola



No blink

Graphic, web and multimedia designer

Responsibilities & Tasks

Tasks performed include art direction, user interface (UI) design, as well as the development of both web and graphic designs. These responsibilities involve overseeing the visual aesthetic and overall creative direction of projects, creating intuitive and visually appealing user interfaces that enhance user experience, and producing high-quality designs for websites and graphics that effectively communicate brand messages and engage target audiences.

Skills

Visual Design · Web Interface Design · Visual Design · Adobe Creative Suite

Clients

Discovery Channel — Ferrari — Bliz



B4Net

Graphic and multimedia designer

Responsibilities & Tasks

Tasks performed include art direction, UI design, and developing multimedia presentations, web applications, social networking apps, and Flash banners. This involves overseeing the visual aspects to ensure a cohesive look, designing user interfaces for usability and appeal, and creating dynamic presentations. Additionally, tasks include developing applications for web and social media platforms and crafting interactive Flash banners for enhanced brand visibility.

Skills

Visual Design · Web Interface Design · Visual Design · Banner Creation · Flash animation

Clients

Soft Red — Almacén de Pizzas — Alto Tango — Abuela Goye