

# Guadalupe Vargas

## Senior Product Designer

### Education

#### Bachelor of Design in Multimedia

[UNLP \(Nacional University of La Plata\)](#),  
Buenos Aires

#### Web Design and Web development

[UTN \(Nacional Technological University\)](#),  
Buenos Aires.

#### Web Design and Web development

Coderhouse institute, Buenos Aires.

#### Design Graduate

Tramontana Institute, Barcelona

### Tools



Figma



Miró



Framer



Jira



Notion



Maze



Google Analytics



Google Tag Manager

### Experience

#### Hewlett Packard - Interaction Designer

Barcelona, Spain - Apr 2023 - May 2024

I was in charge of designing the user experience and the interfaces requested by the product team of construction services. I developed insights from user tests conducted by the customer experience team, and created proposals to overcome technical limitations through the interface. I built bridges between teams, specifically between customer experience and development, leveraging my technical knowledge to enhance collaboration. Additionally, I conducted interviews with other departments to gather comprehensive insights. On the other hand, I collaborated with the UI team in developing the design system for HP Barcelona.

#### Ibisdev - Product Design Lead and Frontend developer

Buenos Aires, Argentina - Barcelona, Spain - Sept 2019 - Feb 2023

I started my career at Ibisdev as a Junior Frontend Developer and UX/UI Designer, where I was involved in developing and launching products end-to-end. After one year, I was promoted to lead a cross-functional team of designers and developers. In this leadership role, I translated client requirements to the team, solved complex design issues, ensured high-quality prototypes with optimal user experiences, and collaborated closely with developers to provide design-driven solutions.

#### Ministry of Modernization - UI Developer

Buenos Aires, Argentina - Jun 2017 - Sep 2019

I worked as UI developer in Ministry of Modernisation, in a project named "Mi Argentina" where I tried to make all the public office paperwork more efficient and effective for the citizens. Also I maintained and updated the government's website <https://www.argentina.gob.ar/>, creating new features and improving the accessibility of the website.

#### Presidential team of the Argentina Nation - Newsletter designer / developer

Buenos Aires, Argentina - Jan 2015 - Jun 2017

I worked in the Presidential Citizen Communication team as a designer and newsletter developer. I made custom designs and optimizations in each email, communicating news of the president and the government.

#### Globant Design Center - UX UI Intern

Buenos Aires, Argentina - March 2014 - Jun 2014

I was an intern at Globant's design center, where I did practices in the UX/UI area, interviewing users and stakeholders, made empathy maps, interaction flows, prototypes that later I tested with users.