

Gisela Patiño

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Senior UX Designer & Product Strategist with 6+ years of experience leading product design and user research across complex digital ecosystems (Fintech, Healthcare/ABA, B2B SaaS, and E-commerce). Blends a strong background in Media & Communications with business strategy, discovery research, roadmap definition, and cross-functional engineering alignment. Specialized in leveraging **Generative AI workflows** to optimize user research, synthesis, and rapid prototyping—consistently driving key product metrics, usability, and business growth.

WORK EXPERIENCE

Content Strategist & Project Manager (Freelance) | **Acqua Garden, Estudio FFI, Carolina Cabarco** 2024 – Present

- Spearhead end-to-end communication and content strategy across 3 key client accounts in retail, legal, and real estate, directly driving customer conversion.
- Design and optimize strategic content initiatives and interactive digital campaign prototypes aligned with core revenue objectives.
- Lead cross-functional project management (*end-to-end*), ensuring seamless delivery against roadmap milestones and key performance metrics.

Product Designer & UX Strategist | **BHField & LusiPro** 2025 – 2026

- Led the end-to-end user experience design for the clinical platform and LusiPro B2B SaaS product in tight collaboration with business stakeholders and engineering.
- Redesigned core user flows for RBT session notes and patient intake using **Subframe and AI workflows**, cutting user onboarding friction by **35%**.
- Executed continuous evaluative research and usability testing, significantly boosting adoption rates for core features.

UX Developer / UX Designer | **Banco Nación & One Info Consulting** 2024 – 2025

- Partnered with Oracle Siebel engineering teams to optimize customer experience and digital onboarding journeys for enterprise financial services.
- Authored comprehensive UX process documentation, conducted heuristic evaluations, and extended design system components built on Vanilla UI.
- Facilitated cross-departmental UX alignment workshops to advocate human-centered design principles across tech and product teams.

Product Owner & UX Manager | **Dese Estudio** 2021 – 2024

- Managed end-to-end UX research and product execution across 5 high-impact initiatives in banking, legal, retail, and sports technology.
- Architected high-converting acquisition funnels and accessible, WCAG-compliant design systems, driving a **20% surge in user conversion**.
- Delivered actionable usability reports featuring high-impact quick wins directly mapped to core business KPIs.

UX/UI Designer | **Dynamo Studio** 2023 – 2024

- Collaborated with Scrum Masters to establish robust UX discovery frameworks, elevating overall product maturity prior to launch.
- Designed and maintained a scalable company-wide design system, driving continuous UI enhancements through structured feedback loops.

EDUCATION

Edison • 2024 • Evaluative User Research | **Coderhouse** • 2020 - 2022 • UX Writing, Front-End Development, UX/UI | **ETER** • 2018 - 2020 • B.A. in Media & Communications

SKILLS & COMPETENCIES

UX Research & Strategy: Qualitative & Quantitative Research, Usability Testing, Information Architecture, Journey Mapping, Product Discovery, Wireframing, Benchmarking, SUS Metrics, AI-Assisted UX workflows.

UI Design & Systems: Scalable Design Systems, Web Accessibility (WCAG 2.1), High-Fidelity Prototyping, Developer Handoff, Design Tokens.

Tools & Technologies: Figma, Subframe, Framer, Adobe Creative Cloud, Oracle Siebel, WordPress, Visual Studio Code, Generative AI / LLMs.

Leadership & Methodologies: Cross-Functional Leadership, Content Strategy, Technical Project Management, Stakeholder Engagement, Product Storytelling, Agile/Scrum.