

Alejandro Pellegrini

Senior Product Designer

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Professional Summary

I'm a **Senior Product Designer** based in Buenos Aires, Argentina, with experience crafting products and services that users love and businesses rely on. I focus on blending functionality with aesthetics to create solutions that are both impactful and visually engaging.

Skills

- Design & UX: UI/UX Design, Interaction Design, Prototyping, Design Systems, User Research
- Tools: Figma, Sketch, Adobe Creative Suite, Miro, Notion, Jira
- Collaboration: Agile Methodologies, Cross-functional Collaboration, Stakeholder Communication
- Languages: English (Fluent), Spanish (Native)

Work Experience

2024- Present

Senior Product Designer, Dialpad

- Led the redesign of the call bar to enhance user customization while ensuring alignment with the Dialtone design system.
- Collaborated with engineering and product teams.
- Presented design strategies to executive leadership.

2021-2024

Senior Product Designer, Cascade Strategy

- Optimize user experience based on research.
- Contributed to the design system, ensuring consistency across product features.

2019-2021

Product Designer, Rappi

- Led the navigation redesign for the supermarket experience, improving product engagement.
- Conducted user research and analysis to inform design decisions, driving increased retention.

2018-2019

UX UI Designer, Wolox

- Co-designed products with partners, focusing on user-centered design and rapid prototyping.

2015-2018

UX UI Designer, Accenture

- Participated in the redesign of the ICBC bank platform, conducting usability tests and stakeholder workshops.

Education & Certifications

Graphic Designer

UADE

Universidad Argentina De La Empresa

2020

Design sprint

The Design Sprint Team

2018

UX Research

Coderhouse

2015

Front-End

Coderhouse