

Professional Experience

Product Design - 2021 - 2026
End-to-end product design for internal platforms

- Sr Product Designer - Globant (2021- 2026)**
- Designed and scaled the UI Kit and Design System for 3 internal company products, each with its own system.
 - Led end-to-end design for those products, from wireframes to high-fidelity prototypes for mobile and web.
 - Drove a 90% increase in product adoption and usage among users following the rollout of the new Design Systems.
 - Ongoing focus on improving user experience and accessibility.

UX/UI Design - 2019 - 2021
The bridge between visual design and product: my first interfaces and flows designed end-to-end.

- Sr UX/UI - DHNN (2021)**
- Created graphic content for social media and advertising.
 - Designed the UI for new features of the Ank app.

- Sr Visual Designer - Pedidos Ya (2019 - 2021)**
- UX/UI for internal websites.
 - Art direction for advertising campaigns: social media, out-of-home (OOH), and in-app banners.
 - Produced materials for integrated campaigns — digital media ads, motion graphics for OOH digital screens, large-format billboards, CRM, and social media — across the Latin American countries where the brand operated.

Visual Design & Branding - 2016 - 2019
Foundation in brand identity and visual systems applied across multiple platforms — the root of my current approach to Design Systems.

- Sr Visual Designer - Aadesa (2018 - 2019)**
- Created and implemented new brands.
 - Applied brand guidelines and developed digital platforms and ads (web, CRM, social media).

- Ssr Visual Designer - Muchnik (2017 - 2018)**
- Designed new graphic materials in line with existing brand guidelines (Google, Mercado Libre, among others).

- Ssr Visual Designer - Cambiemos (2016 - 2017)**
- Created political advertising material (digital and print).
 - Web design.

About Me

I'm Julieta, a Product Designer. My perspective took shape long before I got to product: I worked in visual design, brand communication, and UX/UI, and at every stage I learned something that still shows up in how I design today: understanding who I'm talking to first.
Today I apply that perspective to product design, where every decision starts there: with the person, not the screen.

Education

UX/UI Design
CoderHouse - 2020

Bachelor of Graphic Design
FADU - Faculty of Architecture Design and Urbanism (Universidad de Buenos Aires) - 2011- 2019

Diploma in Professional Front End Developer
E-Learning Center UTN FRBA - 2018

Software

Adobe Suite
PS, AI, AE, PR, ME, XD

Figma

Web
HTML/CSS
Wordpress, Wix

AI
Claude Design & Cowork,
AI image generation (Adobe Firefly, Nano Banana, Gemini, ChatGPT, others)

Operational
G Suite, Slack
Atlassian, Others

Skills

UX/UI
User research, Wireframes
Prototype, User testing, User interface design,
UI kit & Design System,
High quality prototype,
Responsive design & breakpoints

Brand Identity
Logo Design
Web Design

Languages

Español - Nativo

Inglés - B2 Upper Intermediate