

Facundo Rosales

I'm a designer with 15+ years of experience across B2B SaaS, B2C, and mobile apps. I specialise in creating intuitive, user-centred interfaces and scalable design systems that align branding, usability, and technical feasibility.

Work Experience

Awin AG - Senior UX/UI Designer

London → Berlin | 2010 – 2024

Owned end-to-end UX/UI design across key product areas — analytics, publisher/advertiser networking, payments and onboarding — for a global B2B commerce platform serving 30,000+ enterprise clients, reducing operational complexity for multilingual, multi-tiered user bases.

- Led foundational design system strategy — conducted a comprehensive UI audit, establishing scalable foundations (tokens, patterns, UI-optimised typography), achieving WCAG AA standards while enabling cross-department alignment and long-term product coherence.
- Stepped up to lead a global rebranding project under tight deadlines — coordinating across branding, marketing, and engineering teams, and managing two contracted UX engineers to ensure on-time delivery.
- Mentored junior designers in usability, advanced Figma prototyping, and developer-ready HTML prototyping, raising team capability and reducing design-to-development handoff friction.

NetPlay TV - Web / Graphic Designer

London | 2007 – 2010

Designed multi-channel campaigns for an international TV commerce company across seven European markets. Delivered localisable assets for TV, web, and print under strict broadcast deadlines, ensuring consistent brand execution.

Mdigital - Graphic Designer

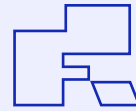
Mallorca, Spain | 2006 – 2007

Created branding, advertising, and signage for retail and tourism clients. Managed large-format production, improved design-to-production workflows, and mentored junior designers in a fast-paced print environment.

Interprint - Graphic Designer

Barcelona, Spain | 2005 – 2006

Delivered corporate branding and production-ready materials for multiple print technologies, serving regulated and enterprise clients. Designed a brochure that supported securing a global pharmaceutical account.



Contact

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Education

Bachelor Degree in Graphic Design
Mendoza, Argentina. 2001

Tools

Figma	GA	Asana
Adobe CC	Amplitude	Jira
Javascript	HotJar	Notion
HTML/CSS	Lyssna	

Languages

English: Fluent
Spanish: Native
German: C1

Certifications

- Design Systems
- Design Thinking & Service Design Branded Interaction UX
- UX & Usability
cimdata, Berlin 2025

Featured Project

Designed Patagonia's AI agent user experience — owning research-driven UX strategy, brand-aligned voice/personality, and interaction architecture that made complex sustainability guidance accessible, reduced service friction, and unified product and brand storytelling.

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