

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

Designed UX/UI solutions for a global B2B marketing platform serving 25,000+ clients worldwide across multi-tiered service offerings and multilanguage support, balancing enterprise complexity with usability across multiple product areas.

- Led research and design for a new design system foundation, introducing design tokens, modular components, and accessibility-first patterns.
- Drove global typography and colour system updates, improving WCAG AA compliance and increasing accessibility scores by 40%.
- Led UX redesign and UI implementation for two global rebranding initiatives, coordinating closely with engineering and marketing to ensure consistent product rollout.
- Mentored junior designers on UX best practices, advanced Figma prototyping, and design-developer collaboration.

NetPlay TV - Web / Graphic Designer

London | 2007 – 2010

Designed multi-channel promotional campaigns for an international entertainment and TV commerce company across seven European markets. Created flexible, localisable design assets for TV, web, and print while meeting fixed broadcast deadlines and ensuring consistent brand execution.

Mdigital - Graphic Designer

Mallorca, Spain | 2006 – 2007

Designed promotional materials for retail and tourism businesses in a fast-paced print environment. Operated and maintained large-format plotters while creating branding, advertising, and signage. Worked directly with regional clients, streamlined design-to-production workflows, and mentored junior designers.

Interprint - Graphic Designer

Barcelona, Spain | 2005 – 2006

Delivered corporate branding design and produced production-ready materials for multiple print technologies at a design agency serving regulated and enterprise clients. Designed a brochure used in securing a global pharmaceutical account.

Contact

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Education

Bachelor Degree in Graphic Design
Mendoza, Argentina. 2001

Design Skills

Advanced Prototyping, Responsive Design, Design Systems, WCAG Standards, Heuristics Evaluation, Usability Testing, Atomic Design, Design Tokens, UX writing.

Tools

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

Languages

English: Fluent
Spanish: Native
German: C1

Certifications

Design Systems (2025)
Design Thinking & Service Design
Branded Interaction UX (2025)
UX & Usability (2025)
cimdata Bildungsakademie, Berlin