



Gustavo Guillermo Alonso

Advanced student of Software Engineering

I am an innovative Advanced student of Software Engineering with 1 year of experience creating impactful digital products. Specializing in strategic decision-making, market research, and user-centered design, I develop successful apps and websites. Skilled in UX research, prototyping, and implementing UI systems to enhance user engagement.

Experience

UX/UI Freelancer

September 2024 – Present

Freelancer specialized in UX/UI designing engaging and functional digital experiences for businesses and entrepreneurs. I focus on creating experiences based on user and market needs, helping clients achieve digital products that drive user satisfaction and business success.

Creative Leader & UX Designer at ToGetThere

November 2023 – July 2024

I led the development of the app design and user experience. I was responsible for making strategic decisions about the design and development of the App as well as the Web. I conducted market research, UX Research, designed the UI, prototyping and selected the most appropriate technologies to build the app.

UX/UI Designer at SIME

July 2022 – February 2023

As Project Leader and UX/UI Designer at SIME I led the development of the application design and user experience. I was responsible for organizing and structuring the tasks as the project progressed, I was also responsible for the communication between the internal team and the client.

Education

Software Engineering, Universidad del Norte Santo Tomás de Aquino

March 2017 – Present


UX Specialization, Google Careers

April 2022 – November 2023

Behance
 <https://www.behance.net/guguehh>

Medium
 <https://medium.com/@guguehalonso>

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Email
 gg_alonso@outlook.com

Website
 <https://www.atom.bio/ggalonso/>


Phone
 (+54) 381 6973 584

Location
 Tucumán, Argentina

 Spanish
Native

 English
Intermediate

 Portuguese
Elementary

 First Place Innovation Challenge 2023 (tutor)

I led my team in the development of an innovative solution for a more efficient and sustainable transportation, collaborating in the strategy, decision making and execution of the project.

 Second Place Innovation Challenge 2022 (tutor)

I led my team in the creation of a sustainable green startup dedicated to the production of chinstraps and medical supplies from sugar cane waste

 First Place Innovation Challenge 2021

We developed a sustainable city project, focused on a ecological technologic solutions to improve urban infrastructure and reduce the environmental impact of cities.

Education

Certification in Agile Methodologies

Kaizen Z, March 2023

Visual Elements of User Interface Design

California Institute of Arts on Coursera, December 2023

Exercising Leadership: Foundational Principles


HarvardX, July 2021

Design Thinking for Innovation

University of Virginia on Coursera, October 2020


Human-Centered Design: an Introduction

University of California San Diego on Coursera, July 2020




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[\(+54\) 381 6973 584](tel:+543816973584)



Location

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