






# JAVIER ISSOGLIO

## PRODUCT DESIGNER

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Product Designer with over 17 years of experience in multimedia design and creative direction, specializing in user-centered design, workflow optimization, and cross-functional collaboration. Skilled in Adobe XD, Blender, Unity, and project management tools, with an intermediate English proficiency  (B1/B2, EFset) enabling effective communication in international settings. Passionate about creating engaging, functional, and visually compelling products that exceed user expectations. Proven ability to optimize processes, improve usability, and elevate the overall quality of digital products.

## PROFESSIONAL EXPERIENCE

### CEO Founder & Product Designer | LiRO - online pet medical records | ARG

August 2019 - Present 

- **Designed and implemented** the user experience and interface of a digital platform for pet medical records, aimed at both veterinarians and pet owners, optimizing animal health management.
- **Conducted user research** and market analysis to identify the needs of veterinarians and pet owners, resulting in a tailored user experience and an intuitive interface.
- **Closely collaborated with the development team** to create prototypes and wireframes, ensuring an efficient transition from planning to implementation.
- **Implemented workflow improvements** on the platform, reducing the administrative burden on veterinarians and increasing client retention.

Tools: Scrum; Design Thinking | Agile | GitLab | MiRO | Jira | Discord | Google Drive Suit | Adobe XD | Illustrator | InDesign | Photoshop | After Effects | Premiere Pro.

### Senior Product Designer & 3D Team Leader | QMARQ | CA

September 2023 - September 2024 

- **Collaborated on product design**, aligning with customer requirements, target audience needs, and the latest technology to deliver a compelling user experience.
- **Led a team of 3D artists**, ensuring alignment with product design guidelines and working closely with the Unity engineering team to maintain an efficient workflow, significantly reducing errors. Tools used: Agile | Scrum | Jira | Miro | Google Drive.
- **Designed and modeled high-quality 3D assets**, textures, and materials, utilizing research from product design to create photorealistic elements for augmented reality. Tools used: Blender 3D | Substance Painter | Substance Sampler | Unity | Unreal Engine 5.3.
- **Worked directly with Product Management** and Project Management on scheduling, client presentations, and effective task prioritization across production stages, ensuring all areas met delivery timelines and quality standards.
- **Streamlined design team workflows**, reducing project turnaround times and ensuring seamless integration into the game engine.

### Product Designer & 3D Team Leader | Game Cloud Network | CA

September 2021 - August 2023 

- **Led the production of two games**, collaborating closely with Project Management and the Art Director to implement optimal workflows tailored to the project goals. Applied tools and methodologies such as Scrum, Agile, Design Thinking, Jira, and Miro to enhance productivity and streamline processes.
- **Managed a team of six 3D artists** for a year, ensuring asset quality and adherence to the established workflows. Proactively optimized creation-to-implementation methodologies, significantly reducing error margins and rework rates while maintaining high visual standards.
- **Designed and documented comprehensive workflows** for asset production, from initial 3D design to final implementation. This collaboration with the Art, Engineering, and Unity & Unreal Engine development teams ensured seamless integration and increased efficiency across departments.
- **Developed high-fidelity prototypes and wireframes** for mobile games, adhering to client requirements and the Art Director's vision. Leveraged tools such as Blender 3D, After Effects, Substance Painter, Adobe XD, Illustrator, and Photoshop to deliver polished, production-ready assets and interfaces.

Product Designer of Educational Content for YouTube Videos | Infoclima S.A. | ARG

June 2016 - December 2018 [Hybrid]

- **Managed full post-production** for each episode, from editing to final YouTube delivery, resulting in exponential audience growth. Achieved over 400,000 views and numerous positive ratings and comments, significantly expanding engagement. Tools: Adobe After Effects, Premiere Pro, Audition, YouTube.
- **Designed and animated graphics** that enhanced episode storytelling and maintained visual consistency across the series. Used Adobe Illustrator, Photoshop, After Effects, and Blender to create a polished and memorable viewer experience.
- **Led and optimized filming sessions**, ensuring a unique, cohesive style for the series and guiding actors smoothly through script guidelines. This streamlined production, cutting down on filming hours and reducing retakes.
- **Researched, scripted, and storyboarded** all meteorology content, working closely with expert meteorologists to deliver accurate, educational material tailored to each episode's theme. Utilized tools for research and remote collaboration, such as Google Search, Wikipedia, Google Docs, Skype, and Google Meet.

Graphic Designer & Multimedia Creator | Holcim S.A. | ARG

January 2009 - December 2022 [On-Site]

- **Transformed paper-based safety manuals into digital E-learning formats** with interactive assessment systems for training employees and new hires across Latin American cement plants. This shift reduced reading times and provided accessible, engaging training. Tools: Google Docs, MS Word, Adobe Acrobat Pro, Illustrator, Photoshop, Adobe Flash, Audition, Corel, After Effects, Premiere Pro, Blender 3D.
- **Designed internal and external signage** (for both cement plants and highway advertising), ensuring adherence to brand and safety standards across various platforms. Tools: Adobe Illustrator, Photoshop, InDesign, Corel.
- **Adapted and implemented Holcim's global brand guidelines** for all Argentine cement plants, collaborating with cross-functional teams to expedite manual creation and adaptation. Used: MS Word, Excel, Adobe Acrobat Pro, Illustrator, InDesign, Photoshop, Google Docs, Skype.
- **Optimized on-site data collection, photography sessions, and interviews** at each cement plant in Argentina, employing innovative communication techniques for high-noise or restricted-mobility environments. This improved visit efficiency and streamlined workflow.

Freelance & Product Designer | ARG

January 2005 - Present [Hybrid]

- **Partnered with clients across technology, education, and entertainment sectors** to deliver custom multimedia solutions, enhancing user experience and visual appeal. Projects spanned UX/UI design, interactive multimedia, 3D modeling, and animation, tailored to meet unique client objectives.
- **Led end-to-end design processes**, from project scoping and prototyping to final production, ensuring brand consistency and alignment with client goals. This involved concept art creation, establishing design systems, and managing asset delivery to provide cohesive and impactful visual solutions.
- **Provided technical and creative training** to client teams on digital tools and design principles, empowering them to enhance internal design quality and operational efficiency, which led to faster turnaround times and a consistent brand identity.
- **Designed and developed interactive manuals, animations, and video content** for e-learning platforms, marketing campaigns, and corporate training. Used tools like Blender, Adobe Creative Suite, Unity, and Unreal Engine to create engaging and educational content that achieved high user satisfaction rates.
- **Adapted to evolving client needs and design technologies**, delivering innovative solutions based on client feedback and market trends. This approach resulted in measurable increases in user engagement, satisfaction, and overall project success.

FORMAL EDUCATION

2002 - 2004

Degree in Graphic Design | Universidad Blas Pascal | ARG

2005 - 2008

Technician in Multimedia and UX/UI | La Metro | ARG

ADDITIONAL EDUCATION

March 2023 - September 2023

Unreal Engine 5 | Image Campus | ARG

April 2024 - December 2024

Game Design | Image Campus | ARG

TECHNICAL SKILLS

Communication and Organization Tools

- Jira | GitLab | Trello | ClickUp | Asana | Miro | Draw.io | GitHub | Fork
- Slack | Discord | Microsoft Teams | Google Meet | Zoom

3D Tools

- Blender | Substance Painter | Substane Sampler
- Unity | Unreal Engine

Multimedia Design Tools

- Adobe Illustrator | Photoshop | InDesign | After Effects | Premiere Pro | Audition | Adobe XD

SOFTS SKILLS

- Collaborative Leadership
- Results Orientation
- Effective Communication
- Creativity and Innovation
- Critical Thinking and Problem Solving

Languages

- Spanish: Native
- English: Intermediate (B1/B2 according to EFSET) 