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 **EF** (B1/B2) 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.

ACHIEVEMENTS

LiRO - online pet medical records | | Playstore |

What: Founded and led the product vision and execution of a digital platform replacing paper-based veterinary medical records with a centralized online system.

How: Defined product strategy, UX architecture, and workflows; led a multidisciplinary team of 4 collaborators; worked closely with veterinarians to align the product with real-world operational needs.

Impact: Enabled veterinarians to fully eliminate paper records, increased client return rates through automated vaccination and deworming reminders, and reduced in-clinic administrative time by over 50%.

Tech & Methods: Product Strategy, UX/UI Design, Agile, Scrum, User Research, Figma, Jira, GitLab, Adobe Suite, ChatGPT, Gemini.

TGA - Video games for corporate training | TGA- Website |

What: Led product ownership and delivery for large-scale gamified educational products, including the successful public launch of a multi-platform educational game.

How: Acted as formal Product Owner and primary bridge between client, development, design, learning, and delivery teams; defined gameplay systems, documentation standards, and delivery processes.

Impact: Achieved a smooth and successful launch across web and mobile platforms by ensuring product clarity, alignment, and readiness; significantly reduced delivery friction and rework through early issue detection and structured documentation.

Tech & Methods: Product Ownership, Cross-functional Leadership, Agile, Jira, Miro, Figma, Documentation Frameworks.

GCN - Game Cloud Network | GCN- Website |

What: Led product design and 3D production for mobile games, overseeing end-to-end delivery across multiple titles.

How: Supervised and coordinated a team of 6 3D artists, defined production workflows, and collaborated closely with project management and art direction to optimize pipelines.

Impact: Reduced error margins and rework by standardizing asset production processes, improving delivery consistency and overall production efficiency.

Tech & Methods: Product Design, Workflow Optimization, Scrum, Agile, Jira, Miro, Blender 3D, Adobe XD, Substance Painter.

PROFESSIONAL EXPERIENCE

Product Owner | TGA - Transformación Gamificada de Aprendizajes | ARG
January 2025 - Present [Remote]

- **Contributed directly** to the public release across web and mobile platforms: Playstore | Appstore | WebGL |

- **Played a key role** in the successful launch of a large-scale educational game for a major electric utility company in Buenos Aires, Argentina, actively supporting product readiness from conception to release.

- **Acted as the main product counterpart** for the client, providing continuous guidance, alignment, and decision-making support throughout the project lifecycle, which proved critical for a smooth and successful launch.

- **Ensured product quality**, usability, and clarity by closely collaborating with the client and internal teams, helping translate business and educational needs into a polished, market-ready experience.

- **Led the Product area and coordinated cross-functional** collaboration among 20+ team members, ensuring alignment, clarity, and effective execution across development, learning, design, delivery, and commercial teams.

- **Strengthened product workflows** by establishing consistent naming systems, documentation standards, and improved Jira practices, raising operational quality across multiple projects.

- **Co-created new gameplay mechanics** and structured progressive difficulty systems, enhancing product depth and user engagement while aligning design and development teams around a shared vision.

- **Supported development** to ensure assets and deliverables were unblocked and ready on time, significantly reducing friction and increasing production velocity.

Tools: Jira, Miro, Figma, Notion, Slack, Tempo, Confluence, Google Workspace, ChatGPT, Gemini, Adobe Creative Suite (AE / PR).

CEO Founder & Product Designer | LiRO - online pet medical records | ARG | | | Playstore |
August 2019 - Present   [Hybrid]

• **Lead a multidisciplinary team** of 4 collaborators, guiding product vision, prioritization, and execution across design, development, and content.

• **Designed and implemented** the user experience and interface of a digital platform for pet medical records, enhancing animal health management.

• **Conducted user research and market analysis,** tailoring the user experience to the needs of veterinarians and pet owners.

• **Collaborated with the development team** on prototypes and wireframes for smooth project transitions.

• **Reduced administrative** tasks for veterinarians, leading to increased client retention.

Tools: Scrum, Design Thinking, Agile, GitLab, Miro, Jira, Discord, Google Drive Suite, Adobe XD, Adobe Creative Suite, Gemini, ChatGPT.

Senior Product Designer & 3D Team Leader | QMARQ | CA
September 2023 - September 2024   [Remote]

• **Led a team of 3D artists**, ensuring consistency with design guidelines and seamless Unity integration.

• **Aligned product design** with customer requirements and latest technology trends to deliver an optimal user experience.

• **Created high-quality** 3D assets for augmented reality using Blender 3D and Substance tools.

• **Coordinated with Product and Project Management** on scheduling and task prioritization.

Tools: Agile, Scrum, Jira, Miro, Google Drive, Blender 3D, Substance Painter, Substance Sampler, Unity, Unreal Engine 5.3, Leonardo.ai.

Product Designer | Finnegans | AR
March 2022   [Remote]

• **Designed a mobile-first solution** to address connectivity limitations in rural field operations, enabling task tracking and stock control in offline environments.

• **Identified critical operational constraints** affecting field workers and collaborated with partners to define a QR-based information retrieval system that functioned without network coverage.

• **Created end-to-end** wireframes and user flows in Miro, translating complex field workflows into a simple, reliable user experience.

Tools: Product Design, Wireframing, Miro, Agile, Saas B2B, Ag-Tech, Fintech.

Product Designer & 3D Team Leader | Game Cloud Network | CA
September 2021 - August 2023   [Remote]

• **Led the production of two games**, working closely with Project Management and Art Direction for workflow optimization.

• **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.

Tools: Scrum, Agile, Jira, Miro, Blender 3D, After Effects, Substance Painter, Adobe XD, Illustrator, Photoshop.

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

• **Designed and animated graphics** that enhanced episode storytelling and maintained visual consistency across the series.

• **Led and optimized filming sessions**, ensuring a unique, cohesive style for the series and guiding actors smoothly through script guidelines.

• **Researched, scripted, and storyboarded** all meteorology content, collaborating with expert meteorologists.

Tools: Adobe After Effects, Premiere Pro, Audition, YouTube, Adobe Illustrator, Photoshop, Blender, Google Docs, Skype, Google Meet.

Multimedia Design Instructor | CISE   Webdoor | ARG
May 2013 - December 2014   [On-Site]

• **Designed** the full 9-month curriculum for the Multimedia Design program, integrating foundational and advanced creative skills.

• **Taught and mentored** over 20 students, providing guidance across design principles, digital workflows, and multimedia production.

Tools: Blender 3D, Corel Draw, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Flash).

Graphic Designer & Multimedia Creator | Holcim S.A. | ARG
January 2009 - December 2022 [Hybrid]

• **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.

• **Designed internal and external signage** (for both cement plants and highway advertising), ensuring adherence to brand and safety standards across various platforms.

• **Adapted and implemented Holcim's global brand guidelines** for all Argentine cement plants, collaborating with cross-functional teams to expedite manual creation and adaptation.

Tools: Google Docs, MS Word, Adobe Acrobat Pro, Illustrator, Photoshop, InDesign, Corel, After Effects, Premiere Pro, Blender 3D.

Multimedia Designer | Kluster Kairos | ARG
May 2005 - December 2008 [On-Site]

Tools: Google Docs, MS Word, Adobe Acrobat Pro, Illustrator, Photoshop, Adobe Flash, Audition, Corel, After Effects, Premiere Pro, Blender 3D.

Freelance & Product Designer | ARG
January 2005 - Present [Hybrid]

Tools: Blender, Adobe Creative Suite, Unity, Unreal Engine.

ADITIONAL EDUCATION
April 2024 - December 2024
Game Design | Image Campus | ARG

March 2023 - September 2023
Unreal Engine 5 | Image Campus | ARG

FORMAL EDUCATION
March 2005 - December 2008
Technician in Multimedia and UX/UI | La Metro | ARG

April 2002 - December 2004
Degree in Graphic Design | Universidad Blas Pascal | ARG

TECHNICAL SKILLS

Comunication and Organization Tools

• Jira | GitLab | Trello | ClickUp | Asana | Miro | Draw.io | GitHub | Fork

• Slack | Discord | Microsoft Teams | Google Meet | Zoom

Ai Tools

• Google Gemini | ChatGPT | Leonardo.ai | N8N | Make | Claude

Product Design Tools

• Adobe Creative Suite (Illustrator| Photoshop| InDesign | After Effects | Premiere Pro | Audition | Adobe XD | Media Encoder) | Figma

• Blender, Substance Painter, Substance Sampler, Unity, Unreal Engine

SOFTS SKILLS

• Collaborative Leadership

• Results Orientation

• Effective Communication

• Creativity and Innovation

• Critical Thinking and Problem Solving

LANGUAGES

• Spanish: Native

• English: Intermediate (B1/B2) EF