# Cristian Serrano

Digital product designer

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## Career Summary

I'm a designer with 11+ years of experience (6+ working with digital products) who enjoys the challenge of making the complex simple.

I am a flexible and transparent person, who's very passionate about Design as a whole; I love learning new skills, improving myself, and solving problems.

I started my career as a freelance Visual Designer, focusing mainly on Branding and Editorial Design. My natural curiosity and thirst for knowledge pushed me to experiment and learn a wide array of design-related disciplines, from video editing and motion graphics to website development and UX/UI design.

This weird skillset is what luckily led me into the path of Product Design; as a Digital Product designer, I focus on crafting experience-driven Design solutions and strategies that add value for businesses and users all around the globe.

I have experience in insurtech, fintech, e-commerce, and streaming platforms. Nowadays I'm focusing on Design Systems but I'm always on the lookout for new fields to explore. =)

## Summary of Qualifications

**Experience in**

| | | |
|---|---|---|
| ➔ Product design | ➔ Branding | ➔ Mobile platforms |
| ➔ UI design | ➔ Editorial design | ➔ Responsive layout |
| ➔ UX design | ➔ Design thinking | ➔ Prototyping |
| ➔ Interaction design | ➔ Design systems | ➔ Lean & Agile |

**Tools**

| | | |
|---|---|---|
| ➔ Sketch | ➔ Zeplin | ➔ HTML/CSS |
| ➔ Figma | ➔ Adobe Creative | ➔ G Suite / Office |
| ➔ inVision | Cloud Suite | |

**Languages**

➔ Spanish (Native)          ➔ English (Advanced)          ➔ German (Basic)

## Career History within Globant

December 2017 - Present (2 years, 10 months)

**Google, GMB Assisted Activation**

Mar 2020 - Present (8 months)

### Product Designer

I'm working on the Small Business Advisors product/service as the only designer assigned 100%. What started as a UX/UI designer role, quickly became a full Product design role, since I had to work with high-level definitions of the service and grow from there, impacting not only on the experience and the visuals of the service, but on the value proposition for the business side. I also worked on the initial content drafts for the landing page and the different tools (merchant facing and internal use), and produced some animations as well. I had the chance to study the client's Standards and developed a great dynamic within the team and the client, making the process of discovery, ideation, and validation super straightforward.

**FOX Latam, Web and OTT Streaming platforms**

Sep 2019 - Feb 2020 (7 months)

### Visual Designer

I worked with FOX after its acquisition by Disney to adapt the DTCI platform to Latam markets, with new features based on the current implementation of the FOX Play streaming platforms. I was tasked with the UI definition for Web (desktop and mobile) and OTT (smart TVs) platforms, producing quality visual designs aligned to FOX's visual language and standards.

**Globant, Define DNA**

Aug 2018 - Present (1 year, 10 months)

### User Experience Designer

We started with a proof of concept based on the CTO's vision for the product. We had a few follow up meetings with him to define the needs and scope of the actual MVP. As a UX  designer I was in charge of understanding the vision of the product owner and translating it into flows, wireframes, and briefs for the team. It was a lot of work and the team grew quickly along the way, in size as well as in expertise. We are currently in the last phase before showcasing the MVP and we are quite proud about it. :)

### AFIP, Ideation Workshops

May 2018 - June 2018 (2 months)

#### Facilitator Assistant

I helped run workshops with an AFIP team. Workshops were facilitated by Lio Fernandez and Isa Valline. We made group ideation sessions and worked together to define the needs, audience, and functionalities of a new app to incentivize citizens to ask for a receipt or invoice when making a purchase.

### Openbank, Design System

Feb 2018 - Aug 2019 (1 year, 7 months)

#### Product Designer

I took lead on the making of a Design System to achieve cross-platform, cross-product consistency and to both accelerate the internal production times as well as minimize production risks between teams working across several time zones. After gaining buy-in from management through a PoC, we've put together a team of designers and developers to map and refine/redefine elements and components based on our own approach to Atomic design. We held weekly design review meetings with the bank's stakeholders to gain insight of our client's needs and to be on the same page regarding the latest iterations of the Design language.

By being part of this Initiative I gained invaluable knowledge about banking, e-commerce, fintech, and insurtech industries, and became a Design System referent inside the company.

**Openbank, Insurances**

Dec 2017 - May 2018. (5 months)

### User Experience and Visual Designer

I joined Globant to become part of a large-scale digital products design and development multidisciplinary team. I've found myself working with Opebank, the 100% digital bank of the Santander Group. I was part of a group formed by hybrid (UX+UI) designers with focus on creating meaningful experiences on Insurance products, both for web and mobile platforms.

## Career History outside Globant

June 2009 - May 2017 (8 years)

**Freelancer Work**

Jun 2009 - May 2017 (8 years)

### UI/UX, Web, Visual Designer

I have worked freelance since my 4th year in college studying Visual Design. I dedicated myself to Branding and any other piece that derives from it, which has led me to experiment and learn many other disciplines; from motion graphics and video editing to websites development and UX/UI for apps and webapps.

Activities: Corporate Design, Visual Identity, Branding, UI/UX, Web Sites, Consulting, Business Cards, Location and Vehicular Graphics, Flyers, Illustration, Audio and Video Editing, Motion Graphics, Photography, Mailing, among others.

**Focusfreak, Virtstart**

Sep 2013 – Sep 2014 (1 year)

### Product Designer

Virtstart is a virtual assistant platform by the startup FocusFreak. I have worked with the client since the service conception. I was in charge of the usability, user flows, mockups and low, mid and high fidelity prototypes. I designed the landing page and the UI of the webapp. Eventually I ended up leading the rest of the project, supervising the webapp development, craft of an MVP and beta testing with real users.

**Ánima, agndnctrna**

Dec 2010 – Sep 2011 (9 months)

**Creative Director**

Ánima agndnctrna is a monthly pocket magazine about the night life in the city of La Plata. I was involved in the project since its inception, developing the brand, from naming to the brand guidelines. I was in charge of the design of the pilot number and testing with various printing houses and defining advertising spaces. I eventually defined and supervised the brand applications, advertising and photographic policies of the magazine.

Activities: Visual Identity, Brand, Branding Guidelines, Brand applications. Magazine Design, Printing Masters. Social media, ads, flyers.

## Education

**UX/UI Design,** Remote

September 2020 - present

Career in Acámica.

**Cognitive Psychology and User Experience**, Ciudad Autónoma de Buenos Aires,, Argentina

April 2018

Update course dictated by Daniel Mordecki.

**Design Systems Virtual Summit**, Remote.

February 2018

Hosted by UXPin.

**Accio UX,** Ciudad Autónoma de Buenos Aires, Argentina

September - August 2017

Update course dictated by Jonatan Ariste. Escuela Dev Rock.

**Universidad Nacional de La Plata**, La Plata, Argentina

February 2006 – March 2013

Visual Communication Design


**Universidad Nacional de la Patagonia San Juan Bosco**, Comodoro Rivadavia, Argentina

2002 – 2004

Biochemistry