Fernando Bertolo - Product Designer | UX/UI Designer | UX Strategist
Buenos Aires, Argentina
fdbertolo@gmail.com | +54 9 11 5123 4349
[Portfolio](#) | [LinkedIn](#)

Professional Summary

Creative and analytical **Product Designer** with over 10 years of experience building impactful user-centered digital experiences across web and mobile. Expert in designing end-to-end product flows, driving design systems from scratch, and delivering functional, scalable solutions that align business goals with user needs. Proficient in utilizing **AI** for enhanced qualitative analysis, content generation, and design optimization. Strong foundation in **UX research, interaction design, and usability testing**, with technical expertise in frontend implementation (React, Angular, Next.js). Seeking roles where **UX strategy** and **product thinking** are central, leveraging frontend skills as a powerful tool for design validation and delivery.

Core Skills

- ➔ **Product & UX/UI Design:**
  User Research, Wireframing, Prototyping, Interaction Design, UX Writing, Accessibility, Design Systems, Information Architecture, Usability Testing, Data-Driven Design, Design Sprints, Google Analytics.
- ➔ **AI tools:**
  ChatGPT, Gemini, NotebookLM, MidJourney, Adobe Firefly, V0 (Vercel), UIzard .
- ➔ **Tools:**
  Figma, Miro, Notion, Adobe Suite, Material UI, Tailwind, Zeplin, Jira, Trello, Bitbucket.
- ➔ **Frontend (Technical Design Support):**
  HTML5, CSS3, JavaScript, TypeScript, React, Angular, Next.js, Git.
- ➔ **Methodologies:**
  Agile (Scrum), Lean UX, Human-Centered Design.
- ➔ **Soft Skills:**
  Strategic Thinking, Collaboration, Cross-Functional Communication, Empathy, Leadership, Problem Solving.

Professional Experience

Sr Product/UX Designer | GlobalLogic | *April 2021 – July 2025 (4 yrs 4 mos)*

- Designed and managed over 10 core UI components in Angular, fully aligned with a custom Design System, improving reusability and UI consistency across multiple projects.
- Conducted UX audits and user research to optimize workflows in desktop and web applications (React/Next.js), increasing task efficiency by 15%.
- Played a key role in regional Design System architecture, reducing design-to-dev handoff time by 25%.

- Led the UX and UI design for a home banking product, aligning accessibility principles with business requirements using React Native variables.
- Delivered the full digital platform for a Spanish football club, from UX research to responsive implementation, streamlining team coordination and stakeholder communication.
- Leveraged AI tools (NotebookLM, Gemini, and ChatGPT) to streamline qualitative interview analysis, generate content and simple assets, and refine microcopy, thereby accelerating research and prototyping cycles.

Sr UX/UI Designer | Phinx Lab | *Sept 2020 – April 2021 (8 mos)*

- Designed and implemented a scalable Design System for an e-commerce platform, improving delivery speed by 20%.
- Led visual rebranding and redesigned the institutional website, enhancing brand engagement by 15%.

Senior Graphic Designer | EquipoCV | *Aug 2016 – Aug 2020 (4 yrs 1 mo)*

- Directed UX/UI efforts for internal platforms and web redesign, increasing user engagement by 10%.
- Developed audiovisual and branded content, leading to 25% growth in social media traction.
- Managed print operations and digital workflows, coordinating with product and commercial teams.

Freelance Product Designer & Frontend Developer | EFEBERTOLO | *2012 – Present*

- Designed and developed 3 e-commerce platforms and 8 institutional websites, combining brand strategy, visual identity, and UX.
- Specialized in Figma-to-code translation and Design System creation, increasing client conversion rates by 25%.
- Conducted UX research, defined product flows, and collaborated with dev teams to ensure high-quality implementations.

Education

- **Expert in UX & Interaction Design** – UTN FRBA
- **UX/UI Design** – Coderhouse
- **Web Development** – Coderhouse
- **Bachelor's Degree in Graphic Design** – Universidad Argentina de la Empresa

Certifications

- Professional Generative AI Fundamentals
- Scrum Foundations Professional Certificate (SFPC)
- Growth Hacking
- HTML Fundamentals
- Advanced Vector Illustration Techniques

Languages

- Spanish: Native
- English: Full Professional