

# Federico A. Monroy (35)

 [My Portfolio](#)

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# Sr UX Designer

Based in: Córdoba,  
Argentina

## Professional Summary

- Senior UX and Product Designer with 5+ years of experience delivering user-centered digital products across fintech, real estate, e-commerce, and enterprise platforms. I combine UX strategy and AI-driven tools (ChatGPT, Bolt, vO, Copilot to mention a few) to accelerate research, prototyping, and delivery.
- Currently evolving into a hybrid Product Designer–Product Manager profile, focused on scalable systems, user insight, and cross-team collaboration.

## Core Tools and Skills

### Ideation, wireframing, prototyping

Figma • Miro

### UX Research, User Testing

Dynamics • Qualtrics • Useberry • Maze • Excel • Airtable

### Product Analytics

Pendo • Google Analytics

### Project Management

Jira • Confluence

### Communication and Handoff

Figma Slides • Powerpoint

### Methodologies

Design Thinking • Lean UX • Agile • Scrum

### Soft Skills

Team Leadership • Problem Solving • Emotional Intelligence • Stakeholder Communication

## ai Workflow

### Strategic Product Definition:

Translates vision into code-centric requirements, leveraging AI-driven strategies and user research via LLMs (Chatgpt / Claude / Gemini / Copilot).

### Rapid Prototyping & Development:

Drives functional UX/UI with Bolt, vO, Lovable and learning others, using Figma and/or UX/UI Product Scripts

### Technical-Strategic Alignment:

Ensures precise technical specifications, bridging product needs directly to development.

## Experience

### Globant - Sr UX/Product Strategist (Oct 2023 - Present) Hybrid

Blockchains Inc. 3D Immersive Experience Startup

- Translated mobile-first designs to desktop for a 3D blockchain platform, applying spatial UI best practices from benchmarked immersive apps
- Pioneered a 2D/3D map feature validated via client-led user testing, bridging Figma prototypes with 3D animation tools.

### Ernst and Young Internal Development Portal

- Led end-to-end research on 90+ internal developer assets using Microsoft Dynamics and Copilot, turning sentiment analysis into actionable product insights.
- Audited UI flows across key consumption journeys and proposed UX improvements to increase usability and adoption.
- Designed feedback dashboards with Qualtrics and integrated Pendo to monitor usage and close the feedback loop at scale.

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# Experience

## Applaudo Studios - Product Designer [ext. consultant] (Sep 2021 - Jul 2025) Remote

Dollarama Surveillance Monitoring SaaS (Retail Chain)

- Reduced task completion time by 50% for telemarketer users by redesigning workflows based on contextual inquiries and user testing.
- Identified 3 new user personas, refining user journeys to align with mental models of non-technical users.

Chek Virtual Credit Card (South American Digital Wallet)

- Led a 4-designer team to launch a virtual credit card, increasing onboarding rates by 15% via streamlined flows.
- Built event-tracking funnels to measure feature adoption, informing post-launch iterations.
- Overhauled the app's design system, ensuring consistency across 10+ product features.

Gospeltruth (Video-on-Demand Service)

- Led a discovery phase with two direct reports, delivering benchmarking, sitemap, user flows, wireframes, and prototypes for a new VOD service to attract target audiences.
- Conducted usability testing on the landing page and provided product analytics recommendations to measure success and preempt issues.

General Directorate of Customs of the Republic of El Salvador [Digital Transformation]

- Digitized 5 analog processes into an MVP, securing client trust to expand into a \$500K full-scale project.
- Managed 5 designers to convert user flows and sitemaps into developer-ready prototypes.
- Directed PrimeNG design system adoption and customization in Figma with a UI team, applying brand guidelines across all screens.

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## Taxsynapse - (2021 Mar - 2022 Oct) Remote

- Led end-to-end design of 3 SaaS platform MVPs for government clients (Buenos Aires, Jujuy, Misiones), aligning tech flows, user flows, and sitemaps with stakeholder validation.
- Shipped scalable design system to accelerate development handoff, reducing iteration time by 20%.
- Validated prototypes via user testing, ensuring compliance with public-sector usability standards.

## Academic Background

### • Bachelor in Industrial Design:

Universidad Nacional de Córdoba, Argentina

### • Certifications & Courses

- Interaction Design Foundation: UX Design from Scratch, Design Thinking, HCI, User Research Methods
- HAZ!: Product Design Program
- Uxcel: UX/UI Foundations
- Design Labs: Advanced UX Course

## Languages

### • Spanish: Native

### • English: C2 (Proficient)