Córdoba, Argentina

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Francisco Sixto

Summary

A product designer with 7+ years of experience creating user-centered digital products for mobile and web across industries like e-commerce, education, health, tourism, car selling, and more. I lead high-performing teams in designing and delivering innovative solutions that drive impact and enhance user experiences.

EXPERIENCE

Start University — UX UI Lead

MAR 2022 – MAR 2025 • Remote • Córdoba, Argentina

Achievements & Key Responsibilities

- **Led the UX/UI design team,** overseeing the redesign of university and aggregator websites, as well as key projects like the Student Portal and CRM, ensuring usability and scalability.
- **Developed a design system that standardized UI components,** enabling customizable tools per university and significantly reducing development time.
- **Collaborated cross-functionally** with marketing, admissions, and business teams to optimize email marketing campaigns, landing pages, and digital assets for improved conversion.

Deep Creek Solutions — UX UI Lead & Product Designer

AUG 2020 – MAR 2022 • Hybrid • Córdoba, Argentina

Achievements & Key Responsibilities

- **Designed and optimized SaaS products**, leading the implementation of design systems and UI frameworks to ensure consistency and usability.
- **Developed platforms for diverse industries**, including hospital management (React + Material UI), business operations, crypto solutions, and automotive marketplaces.
- **Built and integrated WordPress-based solutions**, including a Stripe-powered licensing platform, streamlining online sales and subscriptions.

Autocity — UX UI Lead Designer

FEB 2019 - AUG 2020 • On-site • Córdoba, Argentina

Achievements & Key Responsibilities

- **Redesigned the Autocity dealership website**, introducing new and used car searches, online budgeting, and vehicle comparisons, setting a new industry benchmark.
- **Led UX/UI for Carmuv and Asofix**, developing a reseller platform with dynamic pricing and a dealership management CRM, now available in the market.
- **Designed and developed websites** for Motoplex, Royal Enfield, Scratch House, El Terrón Golf Club, and Grupo Tagle, enhancing their online presence and user engagement.

Apex América — Communications Analyst & Graphic Designer

MAY 2015 - FEB 2019 • On-site • Córdoba, Argentina

Achievements & Key Responsibilities

- **Led communication strategies,** designing and executing multilingual campaigns across five Latin American countries.
- **Developed and managed digital experiences,** including corporate websites, intranets, signage, and branded content for social media.
- **Provided strategic support to key departments,** contributing to innovation, sustainability, HR, and sales, while managing corporate events and external partnerships.

Madison — Graphic and Web Designer

OCT 2013 - JAN 2015 • On-site • Córdoba, Argentina

Achievements & Key Responsibilities

- Custom designs cards for event invitations.
- Creation of advertising notices.
- Quality control for print originals.
- Web design and layout.

EDUCATION

Colegio Universitario IES - Higher Technician in Graphic and Advertising Design

2009 - 2013, Argentina

Colegio Universitario IES - Higher Technician in Multimedia Design

2013 - 2016, Argentina

Centro Kandinsky - Web Design Training Course (36 hours)

2013, Argentina

Rindo – Leadership Training for High-Performance Teams

2021, Argentina

Coderhouse – Web Development

2022, Argentina

Coderhouse – Javascript

2022, Argentina

Coderhouse – React

2024, Argentina

SKILLS

- **Product Design:** Visual Design, Interaction Design, UX Research, Scalable Design Systems, Accessibility, Prototyping, Cross-Platform Consistency, User Testing.
- **Tools:** Figma, Sketch, Miro, Mixpanel, Framer, Rive, Wordpress, HTML/CSS, Javascript, React, NETCore.
- **Collaboration:** Cross-Functional Teamwork, Stakeholder Communication, Design Leadership.