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Summary

Digital strategist and product manager, focused in user experience and government digital transformation.

Experience



Principal Product Manager

Kin + Carta

Oct 2020 - Present (8 months +)

Working as product manager of Shell Energy's mobile app in the UK, helping define roadmap, priorities, alignment and new features.



Digital Experience Director

Buenos Aires City Government

Dec 2019 - Oct 2020 (11 months)

In charge of conducting a team of 30 people, including UX practitioners, content designers and developers, working on the official city government website (www.buenosaires.gob.ar), setting the standards for digital products and reviews user experience for all digital products created by the government.



Digital Strategy Consultant

Banco de Inversión y Comercio Exterior S.A. (BICE)

Jan 2019 - Dec 2019 (1 year)



National Director of Digital Services

Secretaría de Innovación Pública

Jan 2016 - Oct 2018 (2 years 10 months)

In charge of conducting a team of over 50 people that worked on implementing the single-domain strategy for the country's government (www.argentina.gob.ar), the single-window strategy for transactions (mi.argentina.gob.ar) and the single platform for government office appointments (www.argentina.gob.ar/turnos).

Responsible for:

- Implementing digital standards throughout government platforms and mobile applications
- Defining a citizen satisfaction strategy and implementing it through manuals, training of front-desk public officials, and satisfaction platforms (surveys and complaints)
- Producing a complete list of government services with their corresponding guides and digitization levels.
- Unifying more than 1000 websites under one platform with one voice

- The creation of the G20 website for 2018



Creativity and Usability Manager at the eGov office

Buenos Aires City Government

Mar 2012 - Dec 2015 (3 years 10 months)

In charge of a team of 6 people that worked on implementing a single-domain strategy and the user experience design of mobile applications.

At this role I worked in the implementation of the new buenosaires.gob.ar single website, in charge of the content strategy, information architecture, and UX design.

We also implemented the "Cómo llego" app, with the city map and directions, ranked higher than Google Maps in the app store for Buenos Aires.



Partner

Kambras

Dec 2010 - Dec 2015 (5 years 1 month)

Working as artistic projects developer, producer, photographer, cameraman, video editor, graphic designer and more.



Multimedia designer for the New Media Office

Buenos Aires City Government

Jan 2010 - Mar 2012 (2 years 3 months)

One of the 4 co-founders of the first government office dedicated to social media in Latin America, in charge of:

- Producing content (research, videos, posts)
- Social media channels coordination
- Social media strategy and training for other government teams



Blogger and producer for "Aire y Luz"

Buenos Aires City Government

2008 - Jan 2010 (2 years 1 month)

Responsible for the city government first informal blog, in charge of researching, producing interviews with citizens and public officials and managing the blog and social media accounts.

Education



Universidad de Palermo

Diseñador Audiovisual, Digital design

2002 - 2007

Skills

Content Strategy • Product Development • Product Management • Blogs • Usability • Online Advertising • Photography • Editing • User Experience • Digital Strategy