

Pedro Ossorio Arana

UX/UI Designer – Product Designer

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I specialize in designing user interfaces and digital products. The mix of design, user experience, marketing, branding, and business/domain knowledge is where I thrive.

Ownership of my decisions, pride in my work ethic, I don't shy away from hard work.

Throughout my career, I have taught myself to code in front-end languages, allowing me to put the vision I have for a product exactly as I've visualised it. I know the possibilities and restrictions of user interfaces and I know how to co-operate with teams.

Experience

Product Designer
Nera

Sept 2023 – Present

- Evolve Design System: Collaborate with the expansion and development of the existing design system, focusing on scalability, incorporating latest tools and methods.
- Craft Intuitive Interfaces: Design captivating and user-centric interfaces that enhance the overall product experience, considering user needs and business objectives.
- Cross-Functional Collaboration: Collaborate seamlessly with other UX designers, developers, and product owner to integrate design concepts that align with product goals.
- Drive Innovation: Keep abreast of industry trends, emerging technologies, and user behaviors to infuse innovative design solutions, contributing to the product's competitive edge and continuous improvement.
- Prototype wireframes and flows to foster communication and understanding.

Lead Product Designer
Balloon Group

May 2022 – Sept 2023

- Ensuring that the design work is of sufficient quality and that all directives are being followed.
- Developing and mantaining Design Systems for the company and it's clients.
- Collaborating with other departments to achieve Design goals.
- Conducting and guiding Discovery workshops with clients.
- Working to meet the expectations of the customer.
- Delegating work and reviewing it as it advances and when it has been completed.
- Coordinating department meetings.

UI Designer – Contractor
Kinsu

January 2023 – April 2023

Designed and improved the usability of an Insurance app. I developed a prototype for the company to present it's B2B business model to their stakeholders. I expanded their current UI Kit and styleguide.

UI Designer – Contractor
PPL Events

December 2022 – Present

Designed the interface for a web app, expanding existing design systems, and working in design sprints with a team in USA.

Branding – Freelance
Various Clients

Sep 2018 – Present

Website redesign, including building and handling the e-commerce – Ecoaqua – www.ecoaqua.com.ar

Designing the brand identity, logo and brand book. Landing and e-commerce design and deployment (Wordpress, WooCommerce)

Branding & Web Redesign – Oriens Energía – www.oriens.com.ar

Wordpress. New logo and brand identity, brand book, Digital MKT training for the board directors.

Data driven analysis, segmentation and optimization, improving conversion rates, clicks, and increasing all around revenue for the company. -Testing and experimentation. A/B Testing

E-mail Marketing
Business Analyst
Dos Monos

Dec 2016 – Aug 2017

Education

The Interaction Design Foundation
UX/UI Design, Research and Management
Dec 2022 – Present

Languages

Spanish – Native
English – Professional

University of Buenos Aires (UBA – FADU)
Industrial Design
Aug 2017 – Jun 2021

Skills

Product discovery
Business analysis
UX research
User testing
Customer journey mapping
Information architecture
Wireframing
Prototyping

UI design
Illustration
Interaction design
Design system
Design sprints
A/B testing
Agile Methodologies

Figma
Adobe Illustrator
Miro
Notion
Jira
HTML
CSS
ReactJs