

# I’m Romi Gomez

## Product Designer, Frontend Developer & Multimedia Artist

With over 9 years of experience as a designer, frontend developer, and multimedia artist, I specialize in creating digital experiences that blend art and technology into user-centric solutions. My proficiency with design tools like Figma and Adobe Creative Suite, combined with frameworks such as React, Vue, Next, Nuxt, and Gatsby, allows me to deliver innovative and effective designs.

My strong foundation in UX design and design thinking methodologies ensures that I prioritize user needs, enhancing usability at every step. I balance aesthetics with functionality in product design, creating intuitive solutions that resonate with users. My expertise with animation tools like Three.js, P5.js, Lottie, and HTML Canvas enables me to design interactions that are not only visually dynamic but also technically feasible and cost-effective.

Serving as a bridge between development and UX teams, I have honed my ability to develop strategic approaches that integrate design processes with agile development methodologies. This collaboration enhances efficiency and fosters innovation, ensuring seamless execution from concept to final product. Additionally, my understanding of backend technologies, including Node.js, Express, and MongoDB, enriches my design process, ensuring that solutions are both visually appealing and technically sound.

Having worked across diverse industries such as tourism, architecture and real estate, e-commerce, art, wellness, I bring a comprehensive and holistic approach to digital product development. I am enthusiastic about applying my multidisciplinary background to new challenges and opportunities, continuously striving to create impactful and user-focused designs.

## Skills

### Javascript Development

Proficient in frontend JavaScript frameworks Vue.js and React.js, with expertise in Nuxt.js, Next.js, and Gatsby.js. Skilled in optimizing performance for complex animations using canvas and JavaScript, as well as WebGL development. Experienced in integrating libraries such as styled-components, D3.js, Three.js, and p5.js to create engaging user interfaces. Additionally, adept in RestFul API development using Node.js and Express, with a strong foundation in working with databases like MongoDB and PostgreSQL.

### Creative Coding & Multimedia Art

I bring a wealth of experience as both a musician and digital artist. Proficient in music theory, sound synthesis, and Adobe Creative Suite, I also excel in utilizing coding as a form of artistic expression. From crafting immersive multimedia experiences to experimenting with digital tools for image editing and animated collages, I am passionate about pushing the boundaries of technology in the world of creative expression.

### Arts and Graphic Design

Experienced artist and designer with a strong academic background in graphic design and art studies. Proficient in visual communication, typography, color theory, and layout design, with a focus on digital mediums. Skilled in both traditional and digital techniques, I bring a blend of technical expertise and creativity to my work, creating visually compelling designs that resonate with audiences.

### Product and Web Design

Experienced in conceptualizing and bringing to life impactful digital product and web designs. Proficient in optimizing resources and establishing robust foundations for testing and scalability, with a proven track record of delivering standout design solutions.

## Profesional Experience

### Fullstack Developer @betterez

2022 FEB - 2024 APR

Betterez is a platform providing innovative solutions for bus and coach operators, enhancing booking experiences through advanced technology and seamless integrations.

#### Key Responsibilities:

Executed frontend and backend tasks to enhance application performance.  
Contributed to versatile solutions using Node.js, Vue.js, and JavaScript.  
Improved data management and user interactions through API implementation.  
Fixed bugs and developed new features for both APIs and frontend.

#### Major Projects:

Assisted marketing team with website implementations, developing the blog using WordPress API, HTML, CSS, and JavaScript.  
Implemented Google Tag Manager and analytics tracking with a data layer.  
Updated back-office UI and automated app translation for future languages.

#### Skills and Technologies Utilized:

Frontend: Vue.js, JavaScript, HTML, CSS  
Backend: Node.js, MongoDB  
CMS: WordPress  
Analytics & Tracking: Google Tag Manager, Google Analytics  
API Integration: Custom API implementation

#### Personal Development and Learning:

Improved problem-solving and collaboration skills.

### Co-owner, Product Designer and Frontend Developer @nayra

2018 DEC - 2021 DEC

A collaborative cooperative providing innovative development and design solutions, emphasizing technology, creativity, and strategic development.

#### Key Responsibilities:

Managed commercial and management decisions.  
Developed commercial proposals and led branding.  
Worked as a frontend developer and product designer for diferent types of clients.

#### Major Clients Projects:

Ken Wilber Website: Designed an intuitive UI with interactive elements.  
WEB3D: Led UI design for a real estate app with stunning interfaces.  
E-ver: Designed the MVP for a virtual event website focusing on streaming and chat capabilities.  
Archivo Rosa: Created a user-friendly interface enhancing the reading experience

#### Skills and Technologies Utilized:

Frontend: Vue.js, React.js, Nuxt.js, Next.js, Gatsby, JavaScript, HTML, CSS  
Backend: Node.js  
CMS: WordPress  
UI/UX Design: Figma, Adobe Creative Suite, design thinking, user research, Information architecture, wireframing and prototyping, interaction design, concept development, benchmark, user-centered approach, branding.  
Skills: Team Leadership, Project Management, Agile methodologies

#### Personal Development:

Enhanced project management, leadership skills, and proficiency in frontend development and product design.

### Product Designer & Web Developer @intive

2015 APR - 2018 DEC

Intive is a global digital powerhouse creating innovative solutions through user-centered design and software engineering.

#### Key Responsibilities:

Collaborated with startups from the USA and Europe on MVP development using design thinking.  
Worked with the marketing team on rebranding projects, designing digital marketing assets.  
Developed and maintained style guides for design consistency.

#### Major Projects:

Dropcar (Valet Service App): Led the migration to a user-centered design, ensuring a seamless experience for 1000+ active users.

#### Additional Contributions:

Designed landing pages, institutional websites, email templates, and WordPress blogs.  
Implemented design thinking across all UX design stages.

#### Skills and Technologies Utilized:

Frontend: JavaScript, HTML, CSS  
Design: Figma, Adobe Creative Suite, design thinking, user research, Information architecture, wireframing and prototyping, interaction design, concept development, benchmark, user-centered approach, branding.  
CMS: WordPress  
Soft Skills: Team Leadership, Project Management, Collaboration

#### Personal Development:

Enhanced project management, collaboration, UX design, and frontend development skills.

### Web Designer and Developer @portinos

2014 APR - 2015 APR

Portinos is a digital agency specializing in innovative web solutions, online advertising, and internal operations optimization.

#### Key Responsibilities:

Developed websites, email marketing campaigns, and Mercado Libre HTML templates.  
Built interfaces to optimize internal operations.  
Created dynamic animations using JavaScript for global advertising campaigns.  
Implemented website designs using HTML, CSS, JavaScript, and PHP with CodeIgniter.

#### Major Projects:

Developed and optimized internal operational interfaces.  
Implemented dynamic JavaScript animations for advertising campaigns.

#### Skills and Technologies Utilized:

Frontend: HTML, CSS, JavaScript  
Frameworks: PHP, CodeIgniter  
Design: Adobe Creative Suite  
CMS: Custom HTML templates

#### Personal Development:

Enhanced versatility and adaptability through diverse projects. Strengthened problem-solving and creative skills in web development and design.

## Formal Education

### Bachelor of Electronic Arts 2015 | 2020

Universidad de Tres de Febrero  
Buenos Aires | Argentina

### Bachelor of Digital Arts 2009 | 2015

Universidad Nacional de Arte  
Buenos Aires | Argentina

### Graphic Design 2006 | 2009

Universidad de Palermo  
Buenos Aires | Argentina

## Interns

### Programming class assistant 2019 | 2020

Universidad de Tres de Febrero | Argentina

Assistant in a programming class that takes place in the first semester of the Electronics Arts' Bachelor. There we teach programming basics to a digital art oriented class.

### Interactive arts teacher 2017 | 2018

Universidad de Tres de Febrero | Argentina

I travel around Buenos Aires province teaching algorithmic composition with Pure Data, interactive image generation with Processing and electronics basics with Arduino.

## Courses

### Ethereum and solidity development 2021

Educación IT | Argentina

### Agile planning 2019

Universidad de Palermo | Argentina

### UX Project management 2018

Universidad de Palermo | Argentina

### Interaction design 2016 - 2020

Interaction Design Foundation | Online

### Web development 2009

Educación IT | Argentina