

# Simón Yamil Ibalo

UX/UI Engineer - Argentina

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## Profile

Ten years of experience working with agile methodologies, six years in remote environments. Eight years as a web layout developer (pixel perfect), three years as a front-end developer on React JS.

I started my career as a Business Analyst, which gave me **strong empathy to understand user needs and align them with business goals**. Excellent interpersonal skills. Experienced in user research, information architecture, prototyping, and interaction design.

## Work Experience

**UI Engineer - [Creamos](#) ARG-UK 2024-2025**

- Developed interfaces for the [CHOC](#) project. My responsibilities included layout and integration using tools such as **Webflow**, **Shopify**, **Smootify**, and **Relume** to deliver a functional and visually appealing e-commerce and marketing platform.

**UX/UI Engineer - [Trick Studio](#) ARG-USA 2021-2024**

- Worked on several projects as both a **Front-End Developer** and **UX Designer**.
- Developed the **React JS** interface for Nwayplay (NFT Marketplace). I have also
- Conducted **UX research**, **prototyping**, evaluation, and **interaction design** for the customer support tool within the same marketplace. I collaborated in the CStool development using **Material UI** framework.
- Proposed new features, conducted **demos in English**, and gathered requirements from stakeholders.

**Highlight:** *Created customizable, metric-based reports that helped detect suspicious and potentially fraudulent activity within the NFT marketplace.*

**UI Engineer - Consultant - Terciar Consultores ARG 2014-2020**

- Designed and implemented **user interfaces** for 5 **custom software** solutions and over 30 **WordPress**-based projects.
- Two years after joining, I began working directly with clients, **crafting proposals**, **estimates**, and setting **MVP scopes**.
- Also served as **Product Owner**, managing and prioritizing backlogs for web and tailored development projects.

**Highlight:** *In my last two years, I led the e-commerce business unit, successfully tripling the client portfolio.*

**UX/UI Engineer - Part Time ARG - Mimuju EdTech 2018-2020**

- Participated in **Design Thinking** and **Agile Inception Deck** processes as a **UX Designer**.
- Conducted user interviews, created surveys, empathy maps, user flows, wireframes, and prototypes for usability testing.
- Delivered and presented research findings to stakeholders.

**Highlight:** *Designed the interaction model for the Mimuju application, aimed at supporting academic planning, tracking, and communication among stakeholders.*

More experiences are available on my [LinkedIn](#) profile.

## Skills:

### Hard Skills:

- **Front End Developer:** ReactJS, Redux, Context API, RESTful APIs, Jest, Material-UI, HTML5, CSS3, JS, BEM, SASS, Tailwind, Bootstrap, Materialize CSS, Responsive design, animations and microinteractions, pixel perfect.
- **CVS:** GitHub, BitBucket,
- **CMS:** WordPress, Webflow.
- **E-commerce:** WooCommerce, Shopify.
- **Design tools:** Figma, Miro.
- **Project and team tools:** Jira, Confluence, Trello, Slack, Discord
- **Soft Skills:** Scrum, Design Thinking, Agile Inception Deck, User Stories, Team-oriented mindset.

## Education

Universidad Nacional del Nordeste, Argentina 2001-2009

- Bachelor Degree on Information Technologies

Educación IT - 2015

- Responsive Web Design & Bootstrap

Udemy - 2024

- Scrum Master Certified
- Modern JavaScript for React.js - ES6

Platzi - 2025

- UX Process Management

## Languages

Spanish: native

English: B2+

## Projects

2025 Marketing platform **CHOC** <https://www.chocfactory.com/>

2022 NFT Marketplace <https://nwayplay.com/>

2023 Game Landing page <https://foodtruckcoinclub.io/>

Responsible for maintenance and updates

2021 Game Landing page <https://www.myherogame.com/>

2021 Enterprise website <https://nway.com/>

2018 Digital Magazine <https://autotest.com.ar/>

*More Projects in my [portfolio](#).*