



# Aldana Fiandrino

Senior Product Designer / UX UI Designer

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## Summary

Senior Product Designer with 13+ years of experience in **UX/UI, design systems, and digital product development**. Experienced in leading design work for large-scale products (HP) within global teams.

## Experience

### Freelance Web & Product Designer

Barcelona, Spain · Nov 2022 – Present

- Design and deliver end-to-end web and product experiences for diverse clients
- Create user-centered solutions, improving usability and visual consistency
- Collaborate with stakeholders to define product requirements and design strategies

### Lead UX/UI Designer – HP

Barcelona, Spain · Jul 2022 – Nov 2024

- Led UX/UI design initiatives for the HP Smart app, a large-scale global product
- Managed and mentored a small design team, improving collaboration and delivery efficiency
- Contributed to and scaled design systems to ensure consistency across features
- Worked closely with product and engineering teams in an Agile environment

### Lead Product Designer – LovetoKnow Media

Barcelona, Spain · Sep 2021 – Jun 2022

- Led design for GolfLink, improving usability and overall user experience
- Redesigned key interfaces to enhance clarity, accessibility, and engagement
- Collaborated cross-functionally to deliver seamless product improvements
- Contributed to the Foundations team, supporting the development of shared design principles and systems

### UX/UI Designer – Mobomo

Buenos Aires, Argentina · Jun 2019 – Jun 2021

- Designed scalable design systems and UI kits for U.S.-based clients
- Conducted user research, usability testing, and created personas
- Delivered prototypes and user flows to support product development

### Product Designer – Workana

Buenos Aires, Argentina · Aug 2016 – Apr 2018

- Collaborated with developers and product managers on platform improvements
- Led website redesign, improving usability and visual consistency
- Designed user-friendly mobile experiences for Android

### Freelance Visual & Web Designer

La Plata, Argentina · Jan 2014 – Jun 2019

- Ran an independent design practice, delivering web and digital products
- Led projects and collaborated with clients across Latin America
- Built strong foundations in UX/UI and client communication

### Graphic Designer – Ortiz Comunicación

La Plata, Argentina · Jan 2010 – Aug 2013

- Designed branding systems, editorial pieces, and marketing materials
- Managed client communication and project execution
- Developed visual identities for businesses and institutions

## Education

### Postgraduate in Illustration & Narrative Image

Escola Massana, Barcelona (2024)

### Specialization in Digital Interface Design

Globant (2015)

### Degree in Graphic Design

UNLP, Argentina (2013)

## Languages

**Spanish:** Native

**English:** Professional

**Italian:** Basic

**Catalan:** Basic

## Skills

UX/UI Design  
Product Design  
Design Systems  
User Research  
Usability Testing  
Wireframing & Prototyping  
Interaction Design  
User Flows & Information Architecture  
Accessibility (WCAG)  
Cross-functional Collaboration  
Agile & Product Development

## Tools

Figma  
Adobe Illustrator  
Adobe Photoshop  
Jira  
Maze  
Miro  
AI tools



Let's keep in touch  
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