

Lautaro Ferreyro

+54 221 303 0602 | ferreyrolautaro@gmail.com | lautaroferreyro.com

Mar del Plata 7600, Buenos Aires, Argentina.

PROFESSIONAL EXPERIENCE

Senior Product Designer, January 2021 – August 2021

Possima, design agency. Buenos Aires, Argentina.

Work on the product strategy and ideation, interface design, and overall experience design of several blockchain digital products on early stage.

- Discovery sessions with clients
- Design system development
- Usability testing coordination

Lead UI / UX Designer (Contractor), November 2016 - Present.

Shotgunflat, development agency. Middleboro, MA, USA.

Work daily with the development team carrying out the design of the projects that come into the agency. The role presents multiple phases such as:

- Organization in early stages: rapid prototyping and information architecture
- Mockup design, UI Style Guides, and Kitchen Sink pages
- Preparation of deliverables for implementation in a development stage
- Quality Assurance

Highlights:

- More than 60 projects successfully completed
- Website redesign for more than 10 C-stores in the USA
- Work experience in multiple industries: finance, law, health, entertainment, hospitality, etc.

UI / UX Designer (Contractor), December 2016 - Present.

Digital Hothouse, marketing agency. Auckland, New Zealand.

Work on the design of websites that the agency develops for clients of scales and industries of all kinds. Stand out:

- NEC New Zealand: website interface design and creation of design system
- Go Rentals: design of multiple sections within their website
- Grand Windsor Hotel: website UI and UX design
- CPG Hotels: website UI and UX design

Web Designer and Web Developer (Contractor), December 2018 - 2020.

Ambition, marketing agency. Buenos Aires, Argentina.

Created institutional websites, e-commerce and landing pages using WordPress as the core CMS.

Was in charge of the configuration, maintenance, and administration of the agency's server through the use of WHM and cPanel.

EDUCATION

Institutional

- *Universidad Nacional de La Plata*
Visual Communication Design, 2008 – 2011
- *Albert Thomas High School*
MMO, Architecture, 2002 – 2007

Courses

- *Udemy*
Microcopy & UX Writing: The Complete Course, 2022
- *Interaction Design Foundation*
Service Design: How to Design Integrated Service Experiences, 2021
- *Udemy*
The Complete Javascript Course, 2020
- *Universidad Técnica Nacional*
Project Management Basics, 2016
- *Synergia*
Social Media Expert, 2015
- *Laura Chuburu Studio*
HTML5 and CSS3 Development, 2010

SKILLS

User interface and user experience design

Interaction design

Usability testing

HTML, CSS, SASS, JS

Graphic design

GENERAL SKILLS

Understanding of database workflow: PHP and MySQL

Version control: Git

Project management practices: Kanban, Scrum and agile methodologies

LANGUAGES

Spanish: native

English: working proficiency