

# Alejandro Chavazza

Senior Visual & UX/UI Designer with 10+ years of experience. Expert in bridging the gap between brand identity and digital product design. Specialist in creating scalable Figma design systems and implementing high-performance frontend solutions. Proven ability to manage project complexity and scale while maintaining technical alignment with development teams.



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## WORK EXPERIENCE

### Rubicon | Senior UX/UI Designer (Contractor / Freelance)

Nov 2022 – Present

- Scaled and maintained complex Figma design systems, improving design-to-development handoff efficiency by 20%.
- Produced effective corporate assets and investor relations materials to ensure 100% brand alignment.
- Collaborated with developers to iteratively refine user flows through data-driven usability insights.
- Facilitated design reviews and alignment sessions within international, cross-functional remote teams.

### Soluciones YPunto | Design & UX Lead – WordPress Full-Stack Designer (Part-Time)

Nov 2017 – Present

- Directed visual identity and UX/UI design for 50+ projects including Shopify e-commerce and automotive sites.
- Engineered custom WordPress themes and plugins with a focus on UI performance, SEO, and GDPR compliance.
- Designed and coded responsive HTML/CSS email campaigns that improved client engagement metrics by 15%.
- Managed the full project lifecycle from initial user research and wireframing to final deployment.

### Adoclic Advertising | Web Designer & Front-End Developer (Full-Time)

Jan 2011 – May 2020

- Engineered high-traffic responsive websites for e-commerce and media clients using PHP, HTML5, and SCSS.
- Created comprehensive Visual Identity Systems for top-tier Spanish brands using Adobe Creative Suite.
- Managed stakeholder communication across ES/AR regions to ensure 100% on-time delivery of digital assets.
- Transitioned to a strategic freelance role in late 2017 to manage concurrent projects.

## SKILLS

**Design & UX:** Figma (Expert), Adobe Creative Suite, Design System Architecture, User-Centered Design, Design Thinking, Wireframing, Interaction Design, User Research, Accessibility (WCAG).

**Development:** HTML5, CSS3/SCSS, JavaScript (ES6+), Vue.js, React, Agile Methodologies, Figma Plugins.

**Platforms & Tools:** WordPress (Expert), Shopify, PHP, jQuery, Jira, Confluence.

**Compliance & Analytics:** GDPR, SEO Optimization, Google Analytics.

## LANGUAGES

English (C1), German (B1), Spanish (Native).

## EDUCATION

**Google UX Design**  
Coursera (Online)  
Aug 2023.

**Advanced UX/UI Design Certification**  
Coderhouse (Online)  
Nov 2022 – Feb 2023.

**Visual Communication Design (4 years completed)**  
Universidad Nacional del Litoral, Santa Fe, Argentina  
Dec 2003 – Dec 2007.