

Agustina Patino

Product Designer

Profile

A skilled Product Designer in creating intuitive software product experiences, offering an expertise in visual design, user research & interaction design. Successfully established design systems, strengthened market knowledge, and conducted user research to drive product improvements.

Employment History

Product Designer at Lightcast

November 2022 — Present

- Led the development and integration of practical design processes, including user research methods, efficient design-to-development workflows, and standardized templates. This improved innovation in our design approach.
- Conceptualized and delivered intuitive SaaS web applications & AI product experiences, collaborating closely with cross-functional teams with an agile framework.
- Developed a comprehensive design system that improved user engagement across various SaaS products, ensuring a consistent and appealing user experience, considering accessibility standards.
- Facilitated workshops, utilizing UX methodologies, and design sprints for internal teams.
- Conducted extensive user research, incorporating valuable customer feedback into product designs.
- Worked with product managers and engineers, focusing on customer-centric solutions that brought tangible benefits to the company.

Visual Designer at IBM

March 2021 — October 2022

- Designed transformative interactive experiences with a focus on front-end user interfaces, narrative storytelling, systems thinking, and prototyping.
- Collaborated effectively with cross-functional teams throughout the design process, covering user research, concept development, prototyping, strategy design, and UX/UI implementation, with an agile framework.
- Executed design projects for a wide array of digital environments & platforms, including mobile, web, and physical/ connected devices.
- Conducted comprehensive user research using various methodologies, such as workshops, co-creation sessions, current state audits, and one-on-one interviews.
- Applied design thinking and user-centered design methodologies to ensure that user needs were met and exceeded.
- Created user interface designs, provided essential assets for development teams and produced key design deliverables at various project stages to drive success.

Email

aguspat@me.com

Phone

+1 (954) 470-2911

Skills

User-Centered Design
User Experience Design (UX)
Visual Design
User Research
User Interface Design
Design System Implementation
UX/UI Design
Web Applications
Prototyping
Saas Design
Branding
Information Hierarchy
Design Strategies
Communications
Research
Cross-Functional Collaboration
Advertising Campaigns
Design Thinking
Experience Design
Agile
Sketch (Design Software)
Figma (Design Software)
Adobe Photoshop
Adobe Illustrator
Adobe Creative Cloud
JIRA
HTML
CSS

Languages

English
Spanish
Portuguese
Italian

Freelance Designer at Sudamericana Seguros

June 2020 — February 2021

- Developed and established brand personalities for startups and platforms, ensuring consistent and visually compelling representation.
- Designed visually engaging prototypes for various media applications to enhance user experiences.
- Advised on effective design strategies that directly addressed user needs and improved overall interface functionality.
- Formulated comprehensive advertising campaign strategies, including print and social media advertisements, to support successful platform launches.

Education

Savannah College of Art & Design

BFA Advertising & Branding

Internships

UX Research Intern at BMW Group

September 2019 — December 2019

- Conducted primary research and interviews to gather valuable data on mobility, technology, and lifestyle trends, particularly within the aging demographic.
- Analyzed and visually represented data to uncover motivations and unmet needs of the target demographic.
- Collaborated actively with the team, providing contextual insights derived from the research findings.

Design Intern at Lombardo

June 2019 — August 2019

- Conducted in-depth research to inform design decisions and enhance brand strategies.
- Developed impactful branding strategies to effectively communicate client visions and values.
- Designed and executed compelling social media campaigns, driving increased engagement and brand awareness for clients.

References

References available upon request