

Juan Cruz Santamaria

PRODUCT DESIGNER · UX/UI

Buenos Aires, Argentina · Open to remote opportunities

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PROFILE

Product Designer with a strong UI and graphic design background and 5+ years of experience creating digital products, complex workflows and scalable interfaces. Skilled at translating user needs and business requirements into clear product experiences, collaborating with multidisciplinary teams and communicating design decisions to stakeholders.

EXPERIENCE

Experience Designer (Product / UX/UI) | EGO Agency

2023 - Present

- Design web and mobile product experiences from early user flows and wireframes through high-fidelity UI and interactive prototypes.
- Define information architecture and workflows for complex platforms, including multi-role experiences, granular permissions and file-management processes.
- Build reusable components and scalable interface patterns that improve consistency across products and support efficient implementation.
- Collaborate with product managers, developers and stakeholders to align user needs, business requirements and technical constraints.
- Present product rationale and design proposals in client meetings, incorporating feedback into iterative design decisions.

UX/UI Designer | Creativedog Agency

2021 - 2023

- Designed user-focused websites and mobile applications aligned with business goals and technical requirements.
- Translated user needs and project requirements into clear flows, prototypes and polished interfaces in close collaboration with developers.
- Contributed across the design process from early concepts and structure through final UI and implementation support.

Graphic Designer | Tres Agency

2017 - 2021

- Led visual identity work from logo design through strategic brand consultation, helping clients create coherent brand experiences across touchpoints.

SKILLS

PRODUCT & UX

Product Design · UX/UI Design · Information Architecture · Interaction Design · User Flows · Wireframing · Prototyping · Design Systems · Usability Testing · Stakeholder Collaboration · UI Craft

TOOLS

Figma · FigJam · Miro · Notion

EDUCATION

Advanced UX/UI Design Course Coderhouse	2021
UX/UI Design Course Coderhouse	2019
Design and Visual Communication Universidad Nacional de Lanús (UNLa)	2014 - 2019