Agustin Ale

Product Designer - UX/UI Designer - Design engineer

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Profile

Product Designer with 7+ years of design experience, including 5 years at Mappa, the last one as Design Lead. Worked on banking and fintech platforms, backoffice tools and AI products. Background in industrial design, with a focus on systems thinking: understanding how the pieces connect before deciding how they should look. Led research, product strategy and design systems at Mappa. Co-lead of Friends of Figma Buenos Aires and Project Management teacher at the University of Buenos Aires. Looking for a senior IC or design leadership role.

Work Experience

Design Lead, Mappa · Sep 2025 — Jun 2026

- Led a cross-functional team of 8 designers and developers at a 30-person company.
- Owned end-to-end product design across UX, UI and the design system for 5 years.
- Aligned design strategy with business vision and user needs on a talent-matching platform.

Assistant Professor - Project Management (Part-Time), Faculty of Architecture, Design and Urbanism (FADU), University of Buenos Aires · Apr 2025 — Present

- Support studio activities, review student submissions and follow up on ongoing projects.

UX/UI Designer, Mappa · Jun 2021 — Sep 2025

- Owned the full design process: research, analysis, sketching, wireframes, usability testing and improvement proposals.
- Designed AI experiences and chatbots for the product.
- Built and maintained the product design system.

Industrial Designer, Arquifoam S.A. · Dec 2019 — May 2021

- Designed commercial displays and point-of-sale structures for brands.
- Trained and mentored new designers.

Graphic Designer, Divigraft · Oct 2018 — Nov 2019

- Created print pieces (business cards, banners, brochures) for partner brands.

Education

Bachelor's Degree in Industrial Design, University of Buenos Aires (UBA) · 2018 — 2024

Extracurricular

Co-Lead, Friends of Figma Buenos Aires · Present

- Organize events for the local design community.

Courses

Advanced Design Systems, Design System Camp · 2025 — Present

Web Development, Coderhouse · 2023 — Present

Advanced UX/UI Design, Coderhouse · 2022 — Present

UX/UI Design, Coderhouse · 2021 — Present

Skills

UX/UI Design • Product Design • Product Strategy • Design Systems • UX Research • UX Analysis • Usability Testing • A/B Testing • Product Analytics • Prototyping • Wireframing • Information Architecture • Conversational Design • Accessibility • AI Workflows • Project Management • HTML • CSS

Design: Figma • FigJam • Adobe Photoshop • Adobe Illustrator

Analytics and Research: PostHog • Google Analytics • Hotjar • Maze

AI: Claude • Claude Code • ChatGPT • Midjourney • Higgsfield • GitHub

Collaboration: Notion • Jira • Miro • Slack

Development: HTML • CSS

Languages

Spanish: Native speaker

English: Intermediate