

Alejo Francomano | Buenos Aires, Argentina

Sr UI/UX Designer & Front-End Developer

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Experienced UX/UI Designer and Frontend Developer with over 10 years of experience designing and developing user-centered digital products. Proficient in React.js, TypeScript, HTML5, CSS3, and modern design systems. Specialized in responsive interfaces, scalable components, and design-to-code implementation. Strong collaborator in Agile/Scrum environments, delivering impactful solutions for clients worldwide.

TECHNICAL SKILLS

- Design & Prototyping: Figma, Adobe XD
- UX Specialties: Wireframing, Prototyping, Accessibility, Design Systems, User Research, User Flows, Mobile-First Design, Storybook
- Frontend: HTML5, CSS3, SCSS, JavaScript (ES6+), TypeScript, React.js, Bootstrap, Tailwind, Ant Design
- Back-End Basics: API Integration, .NET MVC
- Workflow & Tools: Git, Jira, Confluence, Trello, Agile/Scrum
- AI Experience: Ollama AI Model

PROFESSIONAL EXPERIENCE

Sr Front-End & UI-UX Designer (Contractor) - Binagora | 2021 - today

Combined UX/UI design leadership with hands-on front-end development using React. Responsibilities included user research, wireframing, prototyping, and the implementation of responsive and performant interfaces aligned with design requirements. Close collaboration occurred with cross-functional teams to integrate design into scalable codebases for clients such as Sony, Disney, Honest Culture, and OnPrem.

Project:

- Disney

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Led the design and execution of a dashboard and calendar interface for tracking advertising hours and budget usage.

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Applied user-centered design principles to create intuitive, data-driven UI components.

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Tools/Skills: Figma, UX Design, UI Design, Dashboard Design, Design Systems.

SONY

- Designed and developed a responsive dashboard to manage TV programming schedules.
- Implemented reusable React components and collaborated on API integration.
- Tools/Skills: React, JavaScript, UI Development, Component-Based Architecture, Agile.

Honest Culture

- Led UX/UI design and front-end development for a SaaS survey platform.
- Created wireframes, prototypes, user flows, and fully responsive interfaces.
- Tools/Skills: UX Research, Prototyping, Figma, React, SaaS, Front-End Development.

Sr UI-UX Designer (Contractor) - HICX Solutions | 2019 - 2021

Led the user experience and screen design for HICX's enterprise platform, with a focus on intuitive and functional user interfaces. Collaborated closely with stakeholders to enhance usability and maintain design consistency across the application.

Project:

- The role required deep UX analysis and a full UI redesign within a Vue.js framework using Ant Design. All screens were designed to meet user needs and technical constraints.

Design & Prototypes: Figma, Adobe

Sr UI-UX Designer (Contractor) - Deloitte | 2018 - 2019

Contributed to the development of ATAsphere, a comprehensive solution for managing, migrating, and protecting hybrid environments—including on-premises infrastructure, hypervisors, private clouds, and public clouds. The platform functioned both as a full-stack system and as a modular tool within digital transformation frameworks.

Project:

- Collaborated from early stages on user research, personas, and user flow definition to ensure an intuitive product experience.
- Maintained continuous communication with end-users to validate needs and optimize data workflows from a UX perspective.
- Defined brand guidelines, visual styles, and design systems to establish a cohesive and scalable interface.
- Designed wireframes, interactive prototypes, and high-fidelity screens, including complex modules and dashboards.
- Ensured seamless integration of UX/UI components with existing enterprise technologies and transformation initiatives.

Design & Prototypes: Figma, Adobe

Ssr. Front-End & UI/UX Designer – Huddle Group | 2013 – 2018

Principal UI/UX and Front-End specialist with end-to-end ownership of the design process—from research and prototyping to implementation. I create scalable design systems, ensure accessibility standards, and validate solutions through user testing and analytics to drive usability and engagement.

Projects:

- SONY Pictures – Designed robust, user-friendly interfaces for the company's data-intensive internal intranet, focusing on clarity and usability at scale.
- 21st Century FOX – Delivered end-to-end UX/UI for a sales application, collaborating on-site with stakeholders in New York to align business needs with user goals.
- BestDay.com – Led UX strategy and responsive UI implementation across desktop, tablet, and mobile. Resulted in improved navigation, stronger engagement, and increased conversion.
- Rockstar Games – Designed a high-impact social networking interface with strong emotional appeal and intuitive navigation, reinforcing brand identity and user engagement.

Technologies: Bootstrap, HTML5, SCSS, TypeScript

Design & Prototypes: Figma, Adobe

EDUCATION

Multimedia Design Degree

Escuela Da Vinci – Buenos Aires, 2004-2009

Key Areas: UX Design, Visual Design, Web & Mobile Development

Design and Communication Degree

Establecimiento Educativo

Argentino – Buenos Aires, 2001

LANGUAGES

Spanish: Native

English: Professional Proficiency (C1)