



FEDERICO CASTAGNO

SR. PRODUCT DESIGNER

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EDUCATION

Product Designer, European
Research Institute, 2024

UX Bootcamp, Memorisely, 2024

Advanced UX UI Design, Digital
House, 2023

User Experience and Interactions
(UX-IXD), UTN, 2022

SKILLS

Design & Product

UX Research · Discovery & Ideation
· User Flows · Wireframing ·
Prototyping · UI Design · Design
Systems · Atomic Design ·
Interaction Design · Figma · Framer

AI Tools

Claude Code · Claude.design ·
Cursor · OpenAI · Vibe Coding

Research

User Interviews · Surveys ·
Benchmarking · Usability Testing ·
Concept Testing · Qualitative
Analysis

PROFILE

Product & UX/UI Designer with 6+ years of experience crafting user-centered digital solutions across fintech, retail, and IoT sectors. Skilled in leading full-cycle design processes — from discovery and research to prototyping, design systems, and handoff — while aligning business objectives with seamless user experiences.

Proven ability to collaborate cross-functionally with product, engineering, and business teams to deliver high-impact products. Increasingly working at the intersection of design and AI, leveraging tools like Claude Code and AI-powered workflows to accelerate ideation, prototyping, and decision-making.

EXPERIENCE

Aerolab, Ssr. Product Designer

2025 – Now

Leading end-to-end product design across high-impact clients including MercadoLibre, Santillana, Great Sky Solar, Empatico, and Social Learning. Involved from early discovery and research through to final delivery, working closely with cross-functional teams to translate complex business needs into scalable, user-centered experiences. Actively contributing to the operations team on client strategy and design process optimization. Increasingly integrating AI tools, vibe coding workflows, and design systems to accelerate delivery and raise the quality bar across projects.

Agrego, Sr. UX UI Designer

2024 – Oct 2025

Led the product design team in the full redesign and development of Strix, a GPS vehicle tracking app with home alarm and phone tracking capabilities. Drove the end-to-end process, from user research and discovery through information architecture, design system creation, wireframing, prototyping, and usability testing, ensuring a cohesive and intuitive experience across the entire product.

Making Sense LLC, Ssr. UX UI Designer

2022 – 2024

Designed e-commerce experiences for major retail clients including Costco, Pet Supplies Plus, and Family Farm & Home, covering the full purchase journey from product discovery to checkout. Transitioned into a payments-focused role, leading the UX design of a veterinary payment suite, defining user personas, flows, wireframes, and prototypes while collaborating closely with engineering teams to deliver a robust and scalable platform.

Flock IT, Ssr. UX UI Designer

2021 – 2022

Led the UX redesign of a vehicle insurance management system for Federación Patronal, one of Argentina's leading insurance providers. Owned the full design process including benchmarking, user interviews, information architecture, wireframing, design system, prototyping, and usability testing, working hand in hand with engineering and business stakeholders throughout.

Xcapit, UX UI Designer

2019 – 2021

Designed a decentralized cryptocurrency wallet from the ground up, covering the full product lifecycle, from user research and surveys through design system definition, wireframes, high-fidelity prototypes, and iterative testing. Worked closely with the software development and engineering team to ensure seamless design-to-development handoff and product consistency.

AENIMA, Digital and Web Designer

2018 – 2019

Designed and developed websites for clients across diverse industries, including global brands such as WD-40 and John Deere. Collaborated directly with the development team with working knowledge of HTML and CSS, while also managing the company's visual identity, branding assets, and corporate design needs.