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Profile |

My career has evolved alongside the web. I started in advertising, transitioned early from print to digital, and grew into UX/UI design and user research—working across the full product lifecycle, from discovery to delivery. I bring an international perspective from living and working across multiple countries, which allows me to adapt quickly, collaborate across cultures, and navigate ambiguity with confidence. I'm passionate about accessibility and inclusive design, creating products that work for everyone, not just the average user.

Experience |

UX/UI Specialist - Independence Australia

04/2024 - 02/2026

Lead the design of consistent, user-centred experiences across IA Group's digital ecosystem, including complex multi-role platforms. Partner closely with Product Owners and the Head of Digital to shape UX strategy, aligning user needs with business goals, accessibility standards, and scalable design systems.

Key Responsibilities

- Drive end-to-end design from discovery through to delivery,
- Owner and responsible of IA's Design System,
- Translating insights into actionable artefacts such as personas, journey maps, information architecture, and user flows,
- Collaborating with cross-functional teams in Agile delivery environments,
- Improving user experience across web platforms through testing, iteration, and data-driven insights.

Tools

Figma, Jira (Atlassian), Miro, Magento, Monday.com, WCAG, Adobe Creative Suite, Dotdigital, Contentsquare, Microsoft Teams, Lexer.

Associate Digital Producer - Independence Australia

12/2021 - 04/2024

In this cross-functional role, I supported the delivery of the business' digital initiatives, contributing to the evolution of more accessible and user-focused digital experiences.

I managed and optimised digital content across multiple platforms, while progressively taking on responsibilities in user experience design. This included contributing to user journeys, improving content structures, and ensuring alignment with WCAG accessibility guidelines.

Key Responsibilities

- Cross-collaboration with Marketing and Digital Experience team on development of digital journeys across all platforms,
- Working under Agile squads—including designers, developers, and stakeholders,
- Ensuring consistency and quality across digital touchpoints, balancing user needs with business and technical requirements.

Tools

Figma, Jira (Atlassian), Miro, Contentful, WordPress, WCAG, Adobe Creative Suite, Dotdigital, AB Tasty.

Web Administrator - LBL Philanthropy - Australia 09/2020 - 01/2021

Supported and enhanced WordPress-based platforms with a focus on usability, content structure, and accessibility.

Key Responsibilities

- Maintained and enhanced WordPress websites ensuring performance and content accuracy,
- Redesigned UI/UX and improved information architecture,
- Maintained and enhanced WordPress websites ensuring performance and content accuracy,
- Configured and troubleshooted plugins and themes,
- Collaborated with founders and stakeholders.

Tools

Wordpress, HTML, CSS, PHP, Adobe Photoshop.

Web Designer - StudyTrip - New Zealand & Australia 2019 - 07/2020

Led the redesign of the company website with a strong focus on user experience and conversion rate.

Key Responsibilities

- Redesigned UI/UX and improved information architecture,

- Managed plugins, infrastructure, and ongoing site improvements,
- Managed end-to-end website development, including structure, content, and performance optimisation,
- Created new pages and user flows aligned with business and marketing objectives,
- Implemented SEO best practices and monitored performance metrics.

Tools

Wordpress, HTML, CSS, PHP, CSS, GA4, Adobe Creative Suites.

Qualifications |

- Advanced Diploma of Information Technology - NTCA, Australia | 2021
- Web UI UX Design using Adobe XD - Udemy | 2018
- Certificate in Digital Marketing - Interactive Advertising Bureau, Spain | 2015
- Bachelor of Advertising & Design - IES 21, Argentina | 2011 }

Languages |

- **Spanish:** Native
- **English:** Upper-Intermediate IELTS Cambridge Institute

Interests & Activities |

Outdoor activities, Photography, Yoga, Hiking, Listening to music, and watching films. I love cooking and learning new vegetarian recipes. Culture, I really enjoy travelling for the fact of learning from different cultures, and languages and societies, it helps me develop my ability to thrive in new environments.