

AGUSTIN ALE

Product Designer

Buenos Aires, Argentina

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Portfolio: <https://agustinale.com/>

SUMMARY

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.

EXPERIENCE

Design Lead

Mappa

September 2025 - June 2026

- Led product design strategy across UX, UI and the design system.
- Coordinated product projects and worked with engineering and marketing.
- Aligned design with business vision and user needs on a platform connecting companies and talent.

UX/UI Designer

Mappa

June 2021 - September 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.

Assistant Professor - Project Management (part-time)

Faculty of Architecture, Design and Urbanism (FADU), University of Buenos Aires

April 2025 - Present

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

Industrial Designer

Arquifoam S.A.

December 2019 - May 2021

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

Graphic Designer

Divigraft

October 2018 - November 2019

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

COMMUNITY

Co-lead

Friends of Figma Buenos Aires

Present

- Organize events for the local design community.

EDUCATION

Bachelor's Degree in Industrial Design

University of Buenos Aires (UBA)

2018 - 2024

Advanced Design Systems

Design System Camp

2025

- Advanced program on building and scaling design systems for UI.

Web Development

Coderhouse

2023

- 3-month intensive course in HTML and CSS (Flexbox). Built a responsive informational website about blockchain.

Advanced UX/UI Design

Coderhouse

2022

- In-depth UX analysis of Tinder, identifying pain points and proposing redesign improvements.

UX/UI Design

Coderhouse

2021

- User research, interface design and prototyping. Designed "Suit Up!", a mobile app for finding internships.

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

TOOLS

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)

English (upper-intermediate)