

ALEJO BELTRÁN ROMANO

education

Degrees

Graphic Design

Graduated 2007. FADU, Universidad de Buenos Aires

Digital Video Editing

Graduated 2008. Image Campus

Computer Engineering

Attended 2000/02, up to 2nd year. Universidad Austral

High School

Colegio Santo Tomás de Aquino

Graduated 1999. Humanist and Scientific Bachelor

Curriculum Vitae

March 2021

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Born December 3rd 1981

I hold both Italian & Argentinian citizenships

I live in Buenos Aires, Argentina

Courses

The Interaction Design Foundation

UX Management, Strategy & Tactics; Affordances: Designing intuitive user interfaces; Get your product used: Adoption and Appropriation; The Brain and Technology: Brain Science in UI Design; User research: Methods and best practices; Conducting usability testing; Mobile User Experience Design.

Attended 2017-18. Online, Achieved "Best in Class" and "Top 10%" distinctions

CIID Summer School

Workshops by Matt Cottam, Patrick Kochlik and Massimo Banzi

Attended 2010. Copenhagen Institute of Interaction Design, Copenhagen, Denmark

Investigation Methods for User Centered Design

Workshop by Mariana Salgado

Attended 2010. CIMO, Aalto University, Finland, Sec. de Investigaciones, FADU, UBA

Cognizant Softvision

Design & UX Manager

Since **September 2018**. At Softvision, we provide Fortune 500 companies with Digital Product Engineering. Within the organization I'm responsible for the Argentina Design & UX Practice. I've spun up the team from scratch, and in 2 years we are very close to becoming the biggest Design team within the company. We are still actively growing, even as we switched to full-remote throughout the pandemic.

I have 3 main responsibilities: Talent Attraction, Talent Growth and Talent Retention. In order to achieve this I work with Marketing for Talent awareness, associating with local Design communities and building our presence in local Design events. I also work together with Recruiting, to generate candidate pipelines, resulting in hiring and onboarding Designers to the team, and I work with Delivery to staff positions with the proper Design talent for each project.

As the Local Practice Manager I provide feedback, mentor and coach our Designers on their professional careers. Together with the Team Leads we've created a Career Path for Digital Design Talent Growth, including a comprehensive Skills Matrix spanning Interaction, Product Design, Strategy, Research and Facilitation. We've also created initiatives to foster creativity, high self agency, autonomy and other skills such as envisioning and presentation.

As a Global Design Lead I work with the rest of the international management to guide and foster cohesion in our offerings, best practices and building thought leadership across our worldwide teams. This includes running Design client relationships, acting as a Design Technical Director, running co-creation, ideation and discovery workshops with clients, and working with Client Partners and Solutions to pitch projects when pursuing opportunities.

I usually collaborate with other Practice Managers to create an understanding of Design & UX and how to better leverage them across the Product Life Cycle. I participate in vision setting and initial prototypes for internal products. From these exercises we've spawned an elementary Design System from the Argentina office to aid cohesiveness, and make our workstreams more efficient.

- + I focus on making sure our Designers have all they need to perform at their best level.
- + I concentrate on Sensemaking, Learning Velocity, Presumptive Design & Rapid Prototyping.
- + I facilitate workshops, providing Vision & UX Strategy for both clients and internal projects.

Wunderman

Head of UX

December 2016 - September 2018. I was responsible for developing the UX and CX capabilities at the Buenos Aires office. Working from inside the Strategy team we partnered with the agency's other service lines to deliver first-class products and services. I aimed to inspire our projects with a Human-Centered mindset, designing the best value delivering experiences. As the team's Lead my main goal was to provide each project with the appropriate UX methodologies in order to achieve the highest-quality results. I also participated as a Human Experience Expert in our internal Wunderman Innovation Program, providing training and guidance across their intrapreneurial actions.

- + I facilitated Discovery and Co-Creation Workshops and acted as a UX Strategist, Interaction Designer and Service Designer.
- + I helped the Research team scope their investigations and participate in Walkthroughs and Interviews. I set up User Testing from recruiting and screening to reporting results.
- + I delivered Heuristic Evaluations, Competitive Analyses, Benchmarking, Content Strategies, Empathy Maps, Experience Maps, Personas, Customer Journeys, Service Blueprints, Sitemaps, Prototypes, Screen flows, and Lo to Hi-fidelity Wireframes and Wireflows
- + I was also responsible for developing a Usability Evaluation QA Capability and an Agile Accessibility Squad, able to assess, design and develop under the WAI-WCAG standards.

Product Design Lead for Coca-Cola

December 2014 - December 2016. The team managed content updates for MyCokeRewards.com, The Coca-Cola Company's customer loyalty program site in the US, and for other Coca-Cola brand sites in the US and LATAM. Updates ranged from simple surprise & delight promotions to complex game mechanics including interactions through social networks. Thanks to standardization and robust platform understanding the team grew stronger and was able to process +30 site updates and +10 email campaigns per week.

- + Working with the onshore UX team in order to align and articulate consumer expectation with the platform's technical possibilities.
- + Designing and developing new mechanics within the platform.
- + Defining time, effort and resource estimations, work metrics, team's technical growth objectives and review.
- + Team trainings and documentation development.

Slap Idea Lab

Product Designer, UX Designer, Full-stack Developer & CFO tasks @dripi.com.ar

June 2014 - June 2016. Slap was an Idea Lab, a Think Tank, a playground for ideas. We dedicated ourselves to explore and experiment in the intersection between society and technology. We focused on ideas that could be executed and tested as quickly as possible. Our biggest hit was dripi.com.ar, a design products aggregator and sales lead generator site and mobile app for Tienda Nube stores. Store owners could publish their products straight from their stores, and consumers could save items to collections, curate them and were redirected to the stores to buy them. We onboarded +200 stores on our first day of operations.

- + Entire front end was AngularJS based on top of a PHP REST API.
- + Personally coded factories, values, controllers, directives and setup Grunt and Yeoman dev flows on our git repository.
- + Bitbucket based, we used GIT flow as a branching model. We also used continuous Integration through codeship.com

Accenture

Enterprise UX Design Lead for Avanade

July 2011 to May 2014. Our team provided User Interface Design and Front-End development for Avanade's clients from our offshore delivery center in Buenos Aires. We specialized on Enterprise Content Management Systems, Corporate Intranets, Business Intelligence panels and Proof of concepts development. I was promoted to Team Lead position before my first year as a Designer/Developer in the company. My most important responsibilities were team growth and project oversight while keeping attrition at a minimum. We grew from 3 to +15 members in 2 years, working along HR to interview and recruit specialized profiles with both an eye for code, visuals, and a User Centered mindset. My team building responsibilities included overseeing each team member's career planning, competency training and evaluation while handling the team's project pipeline and team member chargeability. I was also responsible for producing sales presentations and maintaining the team's updated portfolio.

- + Internationally distributed Agile team collaboration. Team building, training, management and leadership.
- + Exploit onshore's User Research to inform designs ranging from Lo-fidelity wireframes to Hi-fidelity comps
- + Front-End development for Sharepoint, Sitecore and Hybris, Visual Studio, HTML/CSS, AngularJS, SVN & TFS

Dealandia

Product Designer, Interaction Designer & Front-end Developer

February 2011 to July 2011. Dealandia was a Daily Deal aggregator for Argentina, Chile and Perú incubated at Zauber Labs. I was part of it's first re-design process and worked along the startup's CEO and Development Team in Agile sprints to produce site features based on usage analytics and business needs.

- + User Interface Design, from wireframes to Hi-fidelity comps
- + Front-end Development, Cross Browser HTML/CSS, jQuery, Java SE6, Eclipse, Spring MVC, Maven, SVN & GIT

Espacios Digitales

Product Designer, Interaction Designer & Front-end Developer

July 2008 to November 2010. Espacios Digitales was a digital marketing agency, specialized in search engine traffic generation and affiliate marketing. I designed and developed sites and web apps focused on mass traffic for industries such as travel, holiday rentals, real estate, concert tickets, media and opinion.

- + Product Design, User Interface Design, Lo and Hi fidelity comps
- + Front-end Development, Cross Browser HTML/CSS, Search Engine Optimization, jQuery, SVN

Con Vista al Mar

Interaction Designer & Front-end Developer

January 2008 to July 2008. Con Vista al Mar is a Boutique User Interface Design studio based in Buenos Aires working with web standards, usability and accessibility for local and overseas clients. I worked along the industry's top experts as an Interface Designer and began to learn about User Experience, Interaction Design, and Cross-Browser Front-End.

- + Interaction Design, User Interface Design, Hi fidelity comps
- + Web standards Cross Browser HTML/CSS

Human-Computer Interaction

- + Usability & Accessibility
- + Information Architecture
- + Physical Computing
- + Interactive Technologies
- + User Interface Design

Design Strategy

- + Human-Centered Design
- + Systems Theory
- + Actor-Network Theory
- + Design Research
- + Sensemaking
- + Unframing & Reframing
- + Divergence & Convergence
- + Abduction & Synthesis
- + Creativity & Storytelling

Facilitation

- + Workshop Design & Setup
- + Warm-ups & Energizers
- + Co-Creation & Ideation
- + Visual Thinking
- + Decision & Prioritization

Product Design

- + Stakeholder Alignment: Envisioning, Vision Statement, Definition of Success
- + Benchmarking, Principles & Concepts
- + Problem framing & Ideation: Design Sprints, Demand Validation, Optionality, Proof of Concept & Technology Enablement
- + Solution fit: Discovery Workshops, Value Proposition Mapping, Product-Market Fit, Usability Testing, Desirability & Adoption.
- + Business Modeling: ROI, Cost-effectiveness & Monetization, Constraints & Compliance
- + Actionable Tasks & Roadmaps
- + Implementation, Scale & Growth: Product Lifecycle Management, Diffusion of Innovations

Design Execution

- + Tinkering & Probing
- + Rapid Prototyping
- + Presumptive Design
- + Dual Track Agile
- + DesignOps & ResearchOps

General

- + Mac OS & Windows
- + Microsoft Office
- + Google Apps

Design Software

- + Miró & Mural
- + Figma & Adobe XD
- + Photoshop, Illustrator & InDesign
- + Optimal, Google Analytics

Abandoned Passions

- + Development: xHTML, HTML5/CSS3, Android XML, Bootstrap Javascript, ECMA5/6, Angular JS, PHP, JAVA SE7/8, Node JS, MySQL. Continuous Integration, GIT, SVN, TFS, LESS, Grunt, Yeoman
- + ECM/CMS: Wordpress, Adobe Experience Manager, SharePoint, Sitecore, Hybris
- + Processing & Arduino, sensors and actuators
- + Audio & Video Editing

Collaborator at IxDA Buenos Aires

I participate in the local IxDA chapter in Buenos Aires. My involvement includes regular staff meetings, and helping with monthly events organization.

Mentor at Emprear

Emprear is a non-profit NGO with more than 15 years of experience in Argentina. It's mission is to promote the entrepreneurial spirit along the country.

They have set up an Innovation Center in Buenos Aires, where they hold an event known as Innovation Kick-Off. After being a participant in one of the events

I was asked to participate as a mentor in the following event helping the participating teams build and present their ideas.

Spanish

Native language, born in Argentina

English

Conversation, reading comprehension, writing and translation

+10 years working with offshore teams

Experience living and attending school in an anglophone country

First Certificate in English exam, Cambridge University

Italian

Basic conversation and reading comprehension

Previous studies at Dante Alighieri Association, Buenos Aires

Japanese

Basic conversation

Studies at Centro Universitario de Idiomas and Private Teacher, Buenos Aires

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