

Alejo Beltrán Romano

curriculum vitae

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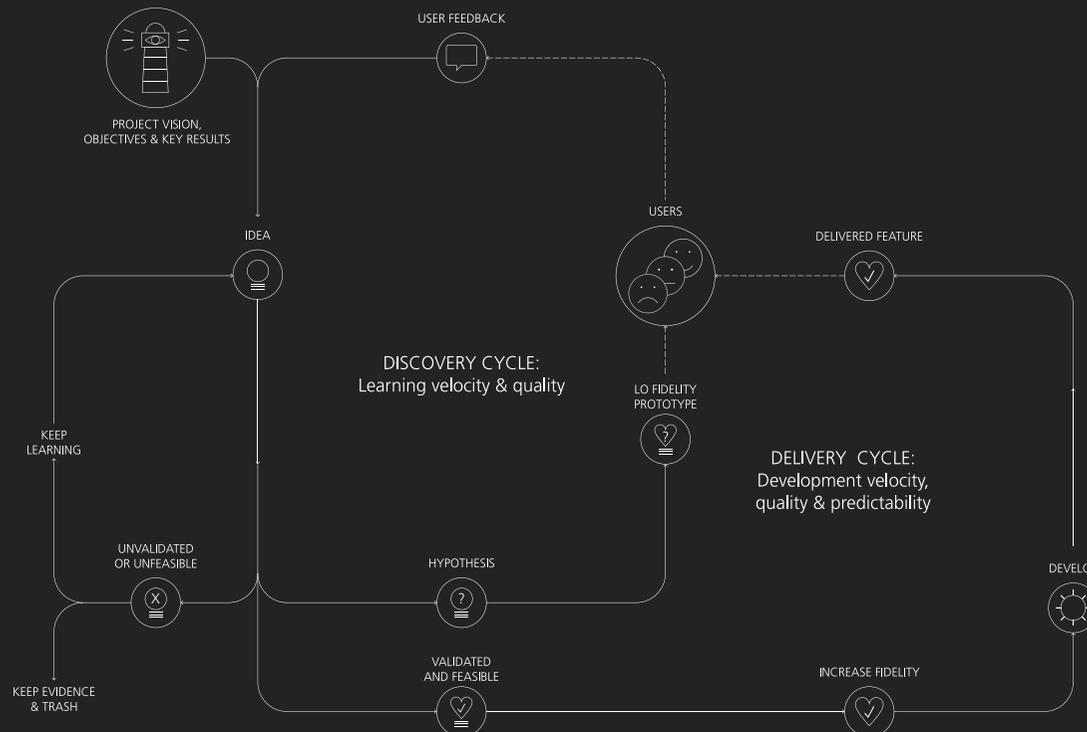
[in /alejoromano](https://www.linkedin.com/in/alejoromano)

born december 3rd 1981

I hold italian citizenship

I live in buenos aires, argentina

how I work



about me

I'm a Designer. I specialize in Digital Products.

I'm passionate about understanding and **articulating business expectations with user desirability** to create compelling and engaging user experience touchpoints that provide the largest amount of value to both the business and their clients.

My purpose is to help any team make sense of high ambiguity situations. Set the stage for product opportunities to emerge, and enable the necessary research to validate and prioritize them.

Then we can arrive at clearly articulated product opportunities, easy to build and launch, with a clear adoption and GTM strategy.

Once launched it's all about working collectively in iterations. Searching for growth, aiming for scale, making speculations deliberate through low-risk experiments, meeting users where they are at. Only delivering features that demonstrate high possibilities of survival.

Product Design

- + **Stakeholder Alignment**
Vision Statements, Definition of Success,
System Mapping & Storyboarding.
- + **Challenge Framing & Ideation**
Benchmarking, Discovery Workshops,
Co-creation Workshops, Design Sprints.
- + **Business Modeling**
ROI, Risk Management, Cost
effectiveness & Monetization,
Constraints & Compliance.
- + **Solution fit**
Demand Validation, Product-Market Fit,
Value Proposition Mapping,
Usability Testing.
- + **Scale & Growth**
Jobs to be Done, Dual Track Agile, Design
Research, Product Lifecycle Management,
Actionable Tasks & Roadmaps,
Multivariate Testing & Analytics.
- + **Metrics**
KPIs & OKRs and Performance tracking
through second order indicators.

Design Strategy

- + Human-Centered Design.
- + Presumptive Design.
- + Tinkering & Probing.
- + Rapid Prototyping.
- + Sensemaking & Storytelling.

Human-Computer Interaction

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

Facilitation

- + Workshop Design & Setup.
- + Recruiting Deciders & Stakeholders.
- + Warm-ups & Energizers.
- + Co-Creation & Ideation excercises.
- + Visual Thinking excercises.
- + Decision & Prioritization excercises.

Design Software

- + Miró & FigJam.
- + Figma & Adobe XD.
- + Photoshop, Illustrator & InDesign.

Cognizant Softvision

Since 2018 — Regional Experience Design Director

- + **As a Designer** I facilitate Discovery workshops to provide Product Vision, Strategy and Prototypes for our Clients as well as for our R&D projects. I concentrate on Sensemaking, Presumptions, Learning & Rapid Prototyping.
- + **As a Practice Lead** I make sure our Designers have all the tools and support they need to perform at their best level and grow in proficiency.
- + **As a Technical Director** I support our multidisciplinary teams to make the best use of Design when delivering across the Product Life Cycle.

As the Regional Director I'm responsible for the LATAM Experience Design Practice. I oversee **+40 Design Professionals across Argentina & Mexico**.

The team works in **multiple Enterprise Projects**, servicing various Clients across the Financial, Utilities, Mass Retail and Health & Life Sciences industries.

I've **spun up the team from scratch**, and in 3 years we have become the fastest organic growing Design team within the organization. Even as we switched to full-remote throughout the pandemic, we are still actively growing, running into 2022, at an **almost constant 97% utilization**.

Building a team from the ground up means my role evolved as the team scaled. Still 3 fundamental goals have been clear all along the process. For this team to perform we must be great at Talent Growth while also putting a great focus on Talent Attraction and Talent Retention.

As a growth metric for last year we had **+15% Promotions and +26% Level ups**. To enhance this growth and increase proficiency across the Product Design Skills Matrix we've set up internal Sub-Practices, led by the most seasoned specialists within our team. They span User Experience Strategy, Participatory Design & Facilitation, Design Research and Interaction & User Interface Design.

Almost 30% of our team stands in as technical interviewers and we iteratively refine the interview process, in order to make it work within the currently volatile market conditions we're present in. During last year we conducted +80 interviews which resulted in a **79% YoY growth rate**.

Read a detailed description about this position at <http://alejoromano.com.ar/my-cv/softvision>

Wunderman

2016 to 2018 — UX Manager

- + **As a Service Designer** I facilitated Co-Creation Workshops, Value Proposition Canvas sessions, performed Competitive Analyses & Benchmarks and delivered Experience Maps, Personas, Customer Journeys & Service Blueprints.
- + **As a UX Designer** I performed Heuristic Evaluations, and delivered Sitemaps, Lo to Hi-fidelity Wireframes, Wireflows, Comps and Prototypes.
- + **I helped the Research team** scope their investigations and participated in Walkthroughs and Interviews. I also set up and ran User Testing sessions, from recruiting and screening candidates to reporting results.

I was responsible for creating the Experience Design capability at the local office. Working within the Strategy team, we partnered with other service lines to deliver first-class experiences by infusing projects with a Human-Centered mindset. As the Lead I provided each project with the appropriate methodologies to achieve the highest quality results. I participated as an HCD Expert in our internal Innovation Program, providing guidance and training across their intrapreneurial actions. As one of many results we developed an Agile A11y Squad, able to assess, design and develop under the WAI-WCAG standards.

2014 to 2016 — Product Lead

- + **As a Tech Lead** I worked with the onshore team to explore business expectations and articulate them with the platform's technical possibilities.
- + I also designed and developed new mechanics within the platform along with their relevant documentation.
- + **As a Team Lead** I was responsible for time, effort and resource estimations, and keeping up with our SLAs.

The team managed content updates for MyCokeRewards.com, The Coca-Cola Company's customer loyalty program site in the US, as well as other NA and LATAM Coca-Cola brand site. Updates ranged from simple surprise & delight promotions to complex game mechanics that included user interactions through social networks. I proposed and executed several standardizations and worked to strengthen the team's platform understanding through growth objectives, trainings and reviews. At our peak we were able to process +40 site updates and +10 email campaigns per week while keeping rework at a very low rate.

Slap *Idea Lab*

2014 to 2016 — Product Designer & Full-stack Developer

- + I performed Full-Stack Development on AngularJS/PHP. I helped create a REST API.
- + I single handedly coded factories, values, controllers, directives and setup Grunt and Yeoman dev flows on our GIT repository.

Slap was a playground for ideas. We dedicated ourselves to explore and experiment within the intersection of society and technology. We focused on ideas that could be executed and validated as quickly as possible. Our biggest hit was dripi.com.ar, a products aggregator and sales lead generator site and mobile app for Tienda Nube stores. It was Bitbucket based using GIT flow as a branching model and ran continous Integration through codeship.com. Store owners could publish their products available in 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.

Avanade — Accenture

2011 to 2014 — Experience Design Lead

- + Capitalized onshore's User Research to inform Design. Output ranged from wireframes to comps.
- + Collaborated with a globally distributed Agile team.
- + Managed the Local Team. Led team building, training and reviews.

Our team provided Experience Design for Avanade's clients from our offshore delivery center in Buenos Aires. We specialized on Enterprise Content Management Systems and Business Intelligence panels based on Sharepoint, Sitecore and Hybris. We used .NET/AngularJS, Visual Studio, SVN & TFS. I was promoted to Team Lead position before my first year in the company. We grew from 3 to 15 members in less than 2 years. I worked with Solutions to produce and deliver sales pitches, handled project pipeline and allocation, and oversaw career planning, training and evaluation for our team.

2011 — Dealandia — Product Designer

- + User Interface Design
- + Front-end Development, Cross Browser HTML/CSS Layout

Dealandia was a Daily Deal aggregator startup incubated at Zauber Labs. I worked along the startup's CEO and Development Team within agile sprints to deliver Product features based on usage analytics and business needs. We worked with VanillaJS, jQuery, Java SE6, Eclipse, Spring MVC, Maven, SVN & GIT.

2008 to 2010 — Espacios Digitales — Product Designer

- + User Interface Design
- + Front-end Development, Cross Browser HTML/CSS Layout

ED was a digital marketing agency specialized in search engine traffic generation, optimization and affiliate marketing. I designed and helped develop several digital products focused on mass traffic industries such as travel, holiday rentals, real estate, concert tickets, media and opinion. Worked on jQuery & SVN.

2008 — Con Vista al Mar — User Interface Designer

- + Wireframes and Comps
- + Cross Browser HTML/CSS Layout with Legacy Web standards Browser support

Con Vista al Mar is a Boutique Digital Product Design studio based in Buenos Aires for local and global clients. I worked along the industry's top experts in web standards, usability and accessibility and began to learn about User Experience, Interaction Design, and Cross-Browser Front-End Development.

Degrees

Graphic Design

Graduated 2007. FADU, Universidad de Buenos Aires

Digital Video Editing

Graduated 2008. Image Campus

Computer Engineering

Attended 2000—2002, Incomplete. Universidad Austral

High School

Colegio Santo Tomás de Aquino

Graduated 1999. Humanist and Scientific Bachelor

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—2018. 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

Spanish

Native language, born in Argentina

English

Conversation, reading comprehension, writing and translation

+10 years working with offshore teams and business travel.

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

volunteer experiences

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 Empreare

Empreare 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.

please visit my public portfolio at

AleJOROMANO.COM.AR

 Download my Private Portfolio

the password is ABR2022

companies I've worked with

P&G

Walmart 

Coca-Cola



HONDA

AON


movistar