

EMILIANO GARCÍA FUENZALIDA

UX/UI & Product Designer

Mendoza, Argentina — Open to remote work

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PROFESSIONAL SUMMARY

UX/UI and Product Designer with 6+ years in digital product design: web and mobile products, XR training simulators and AI-driven interfaces. Specialized in user research, information architecture, usability testing and high-fidelity prototyping. Comfortable across the full product cycle, from discovery and research through design systems to frontend implementation in React, in cross-functional Agile teams that align user needs with business KPIs.

CORE SKILLS

UX Research: User Research, User Interviews, Usability Testing, Personas, User Journeys, Journey Mapping, Information Architecture, Heuristic Evaluation, A/B Testing, Design Thinking, Lean UX

UI & Product Design: Design Systems, Component Libraries, Interaction Design, Responsive Design, Wireframing, Prototyping, Accessibility (WCAG), Product Strategy, Visual Design, Branding, Visual Identity

AI & Automation: Conversational UX, AI Agent Design, Chatbot Design, Prompt Engineering, AI Model Evaluation, n8n, Claude, ChatGPT, Gemini, Perplexity

Design Tools: Figma, FigJam, Figma Make, Adobe XD, Photoshop, Illustrator, Adobe Animate, Adobe Firefly, Blender, Canva, CapCut, Lottie

Technical: HTML, CSS, JavaScript, React, Git, Unity, C#, Java

Simulation & XR: VR Development, AR Development, 3D Modeling, Game Design, Interactive Environments

Methodology: Agile, Scrum, Design Thinking, Lean UX, Project Management, Team Leadership, Cross-functional Collaboration

LANGUAGES

Spanish: Native

English: Full Professional Proficiency

PROFESSIONAL EXPERIENCE

UX Designer, User & AI Researcher, Frontend Developer

DAIA AI — Mendoza, Argentina (Remote) | 2025 - Present

- Lead end-to-end UX/UI processes for in-house AI products, from discovery and user research through high-fidelity prototyping and validation.
- Designed BADI, a voice-first companion robot for older adults: a 100% voice-driven experience with 3 conversational care agents and zero screens to learn.
- Redesigned three client products end to end — Produce First (e-commerce), Scheurer Properties (real estate) and Dagna (insurance): +70% conversion and -40% checkout drop-off on Produce First, +50% sales on Scheurer.
- Design AI chatbot identities and conversational UX, reaching a 100% response rate and +45% lead qualification.
- Ship n8n workflow automations and AI agent solutions that cut manual workload by 60% and increased sales capacity by 30%.
- Build production frontend interfaces in React, implementing my own designs directly.

AI Reviewer

Outlier AI — San Francisco, USA (Remote) | 2025 - Present

- Evaluate AI model performance for accuracy, consistency and alignment with system objectives.
- Review AI-generated content, identify failure patterns, and deliver structured feedback that measurably improves output quality.

UX/UI Designer

Casa del Futuro — Mendoza, Argentina | 2025 - 2026

- UX for GotApp, a civic water-services application built with the Casa del Futuro programme (Government of Mendoza) and still in active development.
- Own the product UX end to end: user research, information architecture, user flows, wireframes and high-fidelity prototypes in Figma.
- Designed accessibility-first responsive interfaces and published a full interactive prototype covering the complete user flow.

AI Tasker

Outlier AI — San Francisco, USA (Remote) | 2024 - 2025

- Automated and managed AI training tasks, streamlining workflows for model training and deployment.

UX/UI Designer & Programmer

InterBrain — Mendoza, Argentina | 2022 - 2024

- Designed UX/UI for simulators, web platforms and XR environments at a Unity-based simulation studio, contributing to 6+ interactive products across the full cycle: design, UX/UI, 3D modeling and collaborative programming in Unity and C#.
- Evacuation Simulator: reduced user disorientation by 40% and improved route accuracy by 50% through iterative usability testing.
- First Aid Simulator: raised task accuracy by 50% and reduced critical errors by 35% with protocol-based scenario design.
- AR Road Safety App: gamified learning experience built on research with children, lifting engagement +55% and retention +48%.
- Built and maintained a shared design system that cut UI inconsistencies by 50% and sped up team onboarding by 40%.

Freelance UX/UI Designer

Independent — Mendoza, Argentina (Remote) | 2020 - Present

- UX research, wireframing, prototyping and interface validation for web and mobile clients.
- Built visual identity systems for small businesses, from logo to digital presence.
- Mask A Crime — lead designer and art director for a noir investigation game published on itch.io: logo, key art, in-game assets, UI and promotional material.
- Plastic Love (Flimer) — cover artwork and full animation for the release, used as the official music video.

Designer

One Duet — Mendoza, Argentina | 2021 - Present

- Logo, brand identity and visual content for a musical duo, including publication management across digital platforms.

Designer

Municipality of Godoy Cruz — Mendoza, Argentina | 2021 - 2022

- Directorate of Innovation and Technological Development: produced graphic pieces in Adobe Illustrator, from logos to promotional materials.
- Designed institutional web interfaces balancing visual appeal with stakeholder requirements.

3D Designer

Startreming — Mendoza, Argentina | 2019

- 3D vehicle modeling and Unity implementation for game products.

SELECTED PROJECTS

- BADI - Voice-First Companion Robot (DAIA AI): voice-only UX for older adults; 3 conversational care agents, 0 screens to learn.
- Produce First - E-commerce UX redesign: +70% conversion rate, +65% completed purchases, -40% checkout drop-off.
- AR Road Safety - Gamified AR learning built on research with children: +55% engagement, +48% retention.
- Design System (Project Package) - Component library for a simulation studio: -50% UI inconsistencies, +30% developer efficiency.

Full case studies for 14 projects, with process and decisions, at emigarciafuenzalidadesign.pages.dev

EDUCATION

Bachelor's Degree in Video Game Programming - UX/UI Design

Universidad de Mendoza, Argentina | 2018 - 2022

UX/UI Design (70 h)

UTN Facultad Regional Mendoza, Argentina | 2025

Master's in Video Game Programming with Unity

Udemy | 2021 - 2022

Full-Stack Web Development (600 h)

Egg | 2022 - 2023

Psychology (two years of coursework)

Universidad de Congreso, Argentina | 2017 - 2019

CERTIFICATIONS

- Google UX Design Specialization - Google, 2025
- Google Project Management - Google, 2026
- Google Prompting Essentials, Generative AI - Google, 2025
- Claude Code 101 - Anthropic, 2026
- Unity VR Development - Unity, 2025
- Accredited Scrum Fundamentals - AICS, 2023

20 certifications listed in full, with credentials, at emigarciafuenzalidadesign.pages.dev