

# Agustin Carballo UX/UI Designer | Product Designer

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## Profile

Hello! I'm Agus, a UX/UI Designer with 3 years of experience. I've led design projects focused on enhancing user experience and optimizing workflows for multichannel platforms. I collaborate closely with cross-functional teams to develop scalable design systems and digital tools tailored to specific markets

## Professional Experience

### **UX/UI Designer, Alpha efficiency** [↗](#)

10/2025 – Present

- I design user-centered interfaces for websites and digital products, ensuring usability, accessibility, and brand consistency.
- I work closely with design, content, and development teams to deliver high-quality solutions tailored to each project's needs.

### **UX/UI Designer, Techforb** [↗](#)

07/2023 – 09/2025

- Successfully led the redesign of a multichannel credit insurance platform for the underwriting team, improving usability and task efficiency by 35% and reducing the average policy issuance time by 25%.
- I designed a comprehensive platform for policy issuance and configuration, tailored to credit insurance providers in Brazil, Chile, and Peru, achieving a 40% reduction in operational issues and a 30% increase in configuration speed.
- I made more than 30 user interviews and usability tests helped identify friction points and optimize workflows, resulting in 20% fewer errors and greater internal user satisfaction (NPS +25).
- I developed and I kept the new corporate design system, improving visual consistency between products and reducing design and handoff times by 30%.
- I collaborated with interdisciplinary teams (developers, QA, and product managers) to ensure implementation faithful to the design guidelines, accelerating delivery times by 20% and strengthening communication between areas.

### **Freelance Web & UX/UI Designer, Freelance**

01/2023 – Present

- Designed landing pages with a focus on conversion, applying CRO principles and content variants for A/B testing.
- Writing and designing digital content: newsletters, banners, and campaign posts.
- Implementation of sites in HTML, CSS, Bootstrap, and Tailwind, ensuring clarity in communication and the final experience

## Team Lead for customer service digital channels, *Konecta*

10/2022 – 07/2023

- I led a multichannel customer service team, overseeing operations on WhatsApp, Facebook, Twitter, and email, and ensuring high quality standards in user communication.
- Implemented training and performance tracking processes, which improved team productivity by 35% and increased customer satisfaction (CSAT) by 25%.
- I coordinated crisis response and management strategies, optimizing task distribution and ensuring average response times that were 30% faster.

## Education

**Multimedia Design Degree, *Da Vinci School*** [↗](#)  
Advanced Student

02/2023 – Present

## Courses

**CRO Certificate, *Udemy*** [↗](#)

07/2025 – 09/2025

**UI Design Systems Certificate, *Coderhouse*** [↗](#)

08/2024 – 10/2024

**UX Certificate, *Coderhouse*** [↗](#)

02/2023 – 04/2023

## Skills

Figma

Adobe Creative Suite

HTML/CSS

Miro · Jira · Trello

CRO · A/B Testing

Usability · Design Thinking · Accessibility

## Languages

**English** — Fluent

**Spanish** — Native/Bilingual