

Agustin Federovisky

Senior Product Designer with over 8 years of experience.

I successfully led complex design projects for **Front**, **Apple**, **GitHub**, **AT&T**, **Delta Dental**, **Mercado Libre**, **Wells Fargo**, and **SaleHoo**.

ABOUT

I specialize in complex SaaS products and Web Apps for large firms, where uncertainty and ambiguity are the rule. I enjoy facing challenging projects where deep Discovery phases help me unveil core business and user needs. This allows me to pave the path for a solid UX foundation and an eye-catching UI where each functionality is tied to real insights and anchored to specific business metrics.

My expertise spans several industries: **E-Commerce**, **Education**, **Health Insurance**, **Fintech**, **Customer Support**, and **DevOps**.

WORK EXPERIENCE

Senior Product Designer

Front

January 2025 to Present // United States, Remote

- *Led the design of the telephony experience, scaling voice calls from an MVP with four beta customers and one integration (Dialpad), to +262 customers, using 4 voice integrations (Dialpad, Aircall, RingCentral and Zoom) resulting in a \$1.1M pipeline.*
- *Redesigned the entire experience of connecting channels to Front, shifting from a single-channel connection and routing, to a multi-channel workflow, directly resulting in Front unlocking enterprise accounts.*
- *Led the designs of Slack integration.*
- *Contributed to Front's design system by redesigning both the 'Table' and the 'Empty state' components, used all across the app.*

Senior Product Designer

Formula.Monks (former TheoremOne)

March 2022 to October 2024 // United States, Remote

CONTACT

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[LinkedIn](#)

LANGUAGES

Spanish

English

Croatian

TOOLS

Figma

Figma AI

Claude

Linear

Framer

Whimsical

Miro

Maze

Hotjar

Amplitude

GitHub

Jira

Asana

Adobe Creative Suite

Google Suite

Slack

Notion

- *Design consultant creating scalable, agile, and innovative solutions for complex B2B SaaS products for large firms.*
- *Designed a successful analytics platform for Delta Dental, migrating from a single-tenant architecture to a multi-tenant ecosystem.*
- *Designed a Vendor-facing portal for Apple vendors to create and manage the shipments of battery samples.*
- *Redesigned GitHub Security Lab's website for both desktop and mobile.*

Design Mentor

ADPList

August 2022 to Present // Remote

- *Career path definition, by outlining the right north star for each goal*
- *Portfolio reviews, and how these align to the job and industry the candidate would like to land*
- *Research methodologies*
- *UI Design and industry-standards*
- *Project management, funding and running a start-up business*

Founder

UX Writing Academy (UXWA)

April 2021 to August 2023 // Argentina

- *Co-funded UXWA, an online academy of advanced online UX Writing courses*
- *US\$80k in gross revenue during the first 18 months, with an initial investment of US\$3k, and all of this while keeping it as a side project*
- *160 students from 12 countries in LATAM*
- *Students from companies such as Uber, IBM, Walmart, Scotiabank, Globant, among many other large firms*
- *I sold my share in August 2023*

Initial advisor

Design Core

March 2020 to November 2020 // Argentina

- *I was one of the initial advisors at Design Core, an online UX Academy growing its business market in LATAM, with a broad portfolio of UX courses led by industry-recognized experts from top-notch tech companies like Mercado Libre, Despegar, Globant and NaranjaX.*
- *I was involved during the strategy phase, defining the MVP and the initial roadmap for the physical year.*
- *I was also in charge of the Identity and website design, WordPress development, and Marketing guidelines, and overall strategy.*

Senior UX Designer

Doubledot Media (SaleHoo)

May 2019 to February 2022 // New Zealand, Remote

- *Lead designer across several of Doubledot's in-house products, with the main focus being SaleHoo, a wholesale and dropship directory company based in New Zealand*
- *I was involved in the launch of two core products within SaleHoo's portfolio: SaleHoo Dropship and SaleHoo Educate, both aiming at different market targets and user types/personas.*
- *I was mostly involved in the Acquisition and Onboarding experiences, running discovery experiments to improve Business, Product, and User Experience metrics.*

Semi-Senior UX Designer

Mercado Libre

June 2018 to March 2020 // Argentina

- *I led the UX team for the Brand Protection Program (former Intellectual Property Protection Program), involved in re-designing a B2B tool that the Brands used to flag infringing products in Mercado Libre's marketplace.*
- *During my involvement in this project, the BPP business unit ranked among the top five in revenue generation across the entire company, spanning all 19 countries in Latin America.*
- *A large part of my work consisted of running research interviews with the people responsible for scanning the marketplace and flagging products. This approach relied on a strong understanding of legal compliance, Brands' rights across different regions as well as legal implications and considerations.*

UX Diploma Director

Mundos E

January 2020 to November 2020 // Argentina

I was part of the staff supervising the design, strategy, and direction of the first UX Diploma at Universidad Nacional de Córdoba, aimed at students coming from other design specialties, such as Industrial and Graphic Design.

Freelance Web Designer

Televisión Pública Argentina

March 2017 to March 2020 // Argentina

I was a web designer and developer for a major TV corporation in Argentina, creating the website for "Ambiente & Medio," the country's first environmental TV show. My role

encompassed both the design process and the development of the site.

Freelance Web Designer

'Cooking' Agency

May 2017 to December 2018 // Argentina

During my time at Cooking, I was in charge of the design and development of websites for some of the agency's clients. I had the pleasure of being part of a team of designers and publicists for the most varied clients in the food industry.

Web Designer

Pentamedia

January 2015 to June 2019 // Argentina

As a Web Designer, I worked mostly on Desktop and Mobile apps with an eye for pixel-perfect design. Within my tasks, I was involved in the design process from scratch, designing the overall experience and look & feel as well as in the HTML & CSS cut-up.

EDUCATION

Bachelor's Degree: Graphic Design

Aguas de la Cañada

2013 - 2015

First Certificate

University of Cambridge

2007

CERTIFICATIONS

AI for Everyone

Coursera

2023

Accessibility: Design for All

Interaction Design Foundation

2023

Insights for Innovation

IDEO

2022

Product Management Foundations

Reforge

2023

Growth Series

Reforge

2023

UX Research Certificate

Nielsen Norman Group

2021

UX Management Certificate

Nielsen Norman Group

2021

UX/UI Design Certificate

Acámica

2017 - 2018