Agustin Federovisky

Senior Product Designer | B2B SaaS · Enterprise

Buenos Aires, Argentina (Remote, UTC-3, US time-zone overlap)
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Professional Summary

Senior Product Designer with 8+ years of experience designing complex **B2B SaaS** and **enterprise software** for **Front, Apple, GitHub, Delta Dental, AT&T, Wells Fargo, and Mercado Libre.** I lead **end-to-end product design,** from **product discovery** and **user research** to **interaction design**, **prototyping**, and **design systems**, tying every decision to business KPIs. At Front, I scaled a telephony product from 4 beta customers to 262+ and helped generate a **$1.1M pipeline.**

Professional Experience

Senior Product Designer — Front

Customer communication platform (B2B SaaS) · Remote, United States · Jan 2025 – Present

- Scaled Front's voice-calling product from an MVP with 4 beta customers to **262+ customers** and 4 integrations (Dialpad, Aircall, RingCentral, Zoom), contributing to a **$1.1M sales pipeline,** by leading the end-to-end design of the telephony experience from discovery to launch.
- Unlocked enterprise accounts for Front by redesigning channel connection from single-channel setup and routing into a multi-channel workflow.
- Launched Front's Slack integration, by designing the end-to-end connection and messaging flows in partnership with Product and Engineering.
- Improved UI consistency across the entire app, by redesigning the Table and Empty State components of Front's design system and documenting their usage for designers and engineers.

Senior Product Designer — Formula.Monks (formerly TheoremOne)

Digital product consultancy · Remote, United States · Mar 2022 – Oct 2024

- Enabled Delta Dental to serve 20+ client organizations from one analytics platform, by designing the migration from a single-tenant tool to a multi-tenant ecosystem with role-based dashboards.
- Streamlined how Apple vendors create and track battery-sample shipments, by designing a vendor-facing portal from discovery through high-fidelity prototypes and developer handoff.
- Redesigned GitHub Security Lab's website by reshaping its information architecture and responsive desktop and mobile experience.

Senior UX/UI Designer — Doubledot Media (SaleHoo)

Wholesale & dropshipping SaaS · Remote, New Zealand · May 2019 – Feb 2022

- Launched two new products, SaleHoo Dropship and SaleHoo Educate, by leading product design for two distinct personas and target markets.
- Unified the experience across SaleHoo's portfolio, by acting as lead designer and establishing shared UI patterns.
- Redesigned the brand and the entire website for both desktop and mobile.

UX Designer, Brand Protection Program — Mercado Libre

Largest e-commerce marketplace in Latin America · Buenos Aires, Argentina · Jun 2018 – Mar 2020

- Helped the Brand Protection unit rank among the top 5 revenue generators across Mercado Libre's 19 Latin American countries, by leading UX for the redesign of the B2B tool that brands use to flag infringing listings.
- Reduced average administration time by 40% and IP-rights issues by ~66% by redesigning the Brand Protection Program's back-office web app.

Earlier Experience (2015 - 2020)

Web Designer & Front-End Developer — Pentamedia, Televisión Pública Argentina, Cooking Agency (freelance and in-house): designed and built responsive websites in HTML and CSS, including the site for Argentina's first environmental TV show.

Entrepreneurship, Teaching & Mentorship

Co-Founder — UX Writing Academy (UXWA)

Argentina · Apr 2021 – Aug 2023

Grew an online EdTech business to **$80K in gross revenue** in 18 months from a **$3K investment**, enrolling 160 students from 12 Latin American countries (including professionals from Uber, IBM, Walmart, and Scotiabank), by co-founding the academy and designing its advanced UX Writing curriculum as a side project. Sold my equity stake in Aug 2023.

Co-Founder — Design Core

Argentina · Mar 2020 – Nov 2020

Launched an online UX academy with instructors from Mercado Libre, Despegar, Globant, and Naranja X, reaching 120+ students and 3 complete courses, by defining the MVP and first fiscal-year roadmap and designing the brand identity, website, and marketing guidelines.

Design Mentor — ADPList

Remote · Aug 2022 – Present

Mentored 25 designers with a 100% positive rating, through portfolio reviews and coaching on research methods, UI standards, and career strategy.

Education & Certifications

- Bachelor's Degree in Graphic Design — Aguas de la Cañada (2015)
- Nielsen Norman Group: UX Research Certificate · UX Management Certificate (2021)
- Reforge: Product Management Foundations · Growth Series (2023)
- Interaction Design Foundation: Accessibility: Design for All (2023)
- IDEO: Insights for Innovation (2022)
- Coursera: AI for Everyone (2023)

Languages

Spanish (Native) · English (C2 — Full professional proficiency) · Croatian (Basic / Conversational)

Tools

Figma (Auto Layout, Variables, Dev Mode) · FigJam · Figma AI · Framer · Claude · Maze · Hotjar · Amplitude · Miro · Whimsical · Linear · Jira · GitHub · Notion · HTML/CSS

Core Skills

- **Product Design:** End-to-End Product Design · User Experience (UX) · User Interface (UI) Design · Interaction Design · Information Architecture · Wireframing · High-Fidelity Prototyping · Responsive Design · Design Handoff & Design QA
- **Research & Strategy:** Product Discovery · User Research · Usability Testing · Jobs to Be Done (JTBD) · User Journey Mapping · Workshop Facilitation · Product Strategy · Roadmapping · Data-Informed Design · A/B Testing · KPIs & OKRs
- **Systems & Quality:** Design Systems · Component Libraries · Accessibility (WCAG 2.2) · Inclusive Design · Content Design / UX Writing
- **Domain:** B2B SaaS · Enterprise Software · Complex Workflows · Integrations & APIs · Multi-Tenant Platforms · Omnichannel Customer Support · VoIP / Telephony · Data Visualization & Dashboards · Admin Portals
- **Leadership:** Cross-Functional Collaboration (PM + Engineering) · Stakeholder Management · Design Mentorship · Design Critique · Influence Without Authority
- **AI:** AI-Assisted Design Workflows · Designing AI-Powered Features