

ANTONELLA PINGITORE

Product Design | Product Strategy | Digital Products

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Professional Summary

I'm Antonella, a designer with 5+ years of experience across projects that combine creativity, strategy, and problem-solving.

I'm driven to create solutions, services, and experiences that improve people's lives and deliver meaningful, tangible, and measurable impact aligned with business goals.

Throughout my career, I've translated user needs and business opportunities into practical solutions, balancing customer experience, commercial objectives, and design best practices.

Professional Experience

Senior Product Designer - Magoya

Nov 2025 - Jun 2026

- Designed digital products for Bayer Europe and Argentina, contributing end to end—from problem framing and solution design to validation and implementation support.
- At Bayer Europe, helped evolve a tool for sales representatives, improving information architecture, visit planning, and data- and AI-powered recommendations.
- Conducted user interviews in Spain, designed and prototyped solutions, and presented outcomes to an international team. The project was delivered in English and Spanish and approved by the client.
- In Bayer Argentina, led the design of the migration of key features from Experto Bayer to FieldView and built a local component library in collaboration with engineering.

UX Lead - Telecom / Flow

Sep 2024 - Oct 2025

- Led a team of 6 Product Designers and 2 Content Designers, supporting professional growth, prioritization, and the quality of design solutions.
- Partnered with Product and Engineering to align decisions with business goals and deliver a consistent experience across platforms.
- Led the evolution of the Design System to improve consistency, scalability, and component delivery efficiency.
- Promoted the use of product metrics, usability testing, and qualitative insights to inform product and design decisions.
- Alongside my leadership responsibilities, remained hands-on in product definition and solving complex experience challenges.

Senior Product Designer - Telecom / Flow

Jun 2022 - Aug 2024

- Designed and optimized digital experiences for Flow, focusing on entertainment, navigation, and content discovery on Android TV.
- Contributed to the Android TV home-screen redesign as Flow evolved toward a streaming-focused entertainment experience, with an emphasis on navigation and content discovery.
- Worked across the process—from discovery and problem definition to prototyping, in-person usability testing, and post-launch validation—using usage data, CSAT, CES, and qualitative feedback.
- Used survey responses and user feedback to identify friction when browsing channels, then designed a channel-surfing experience that kept the current content playing.
- Designed and validated an in-player mini guide that let users browse the schedule without interrupting playback, and supported its implementation.
- Collaborated with Product, Engineering, and cross-functional teams to ship solutions and evolve the Design System.

UX/UI Designer - Claro

Apr 2021 - May 2022

- Designed enhancements to Packs Ya, Claro's transactional app, introducing a category for content and streaming subscriptions.
- Worked with Marketing, Product, Design, and international partners to align commercial goals, business requirements, and experience decisions.
- Designed discovery, subscription, and activation flows, simplifying the journey from initial exploration through service activation.
- Collaborated with Claro's Design System team and coordinated reviews and validation with partners including Prime Video and Universal.

Earlier Experience

Graphic Designer - Freelance

Cologne, Germany | Dec 2019 - May 2020

Managed graphic design projects for a range of clients, from briefing to final delivery, including visual identity, photography, digital assets, and technical publications. Collaborated with Both Grafik on medical manuals and specialized illustrations.

Senior Product Analyst - Strix by LoJack

Jan 2019 - Nov 2019

Contributed to the development and launch of a digital product, combining market analysis, value proposition development, and growth strategy. Also worked on pricing, customer acquisition, and retention.

Design & Marketing - Salming Sports / Miding Studio

2016 - 2018

Contributed to Salming Sports' brand positioning and commercial development in Argentina, working with international stakeholders. In parallel, helped design technical footwear for Montagne, from concept development and 3D modeling through production follow-up.

Merchandising Analyst - L'Oréal Paris

Sep 2014 - May 2016

Designed point-of-sale displays, supporting the process from concept development through production, installation, and rollout.

Education

- Postgraduate Diploma in Strategic Design Management - University of Buenos Aires, 2025
- Degree in Industrial Design - FADU, University of Buenos Aires, 2018
- UX/UI Design Certificate - Coderhouse, 2021
- Content Design Certificate - Coderhouse, 2021
- Web Development Coursework: HTML, CSS, Git, SASS - Coderhouse, 2022

Skills

Product & Strategy

Product Strategy - Product Analysis - Product Development - UX/UI Design - Interaction Design - Prototyping - Visual Design

Research & Validation

User Research - User Interviews - Usability Testing - Surveys - UX Metrics (CSAT, CES) - Qualitative Insights - Opportunity Analysis

Design Systems & Product

Product Definition - Stakeholder Management - Cross-functional Collaboration - Design Systems - Components - Design Patterns - Scalability

AI

ChatGPT - Claude - AI-assisted product design

Tools

Figma, Jira, Monday, Trello, Adobe Illustrator, Photoshop, InDesign, Rhinoceros 3D, KeyShot

Languages

English - Advanced