FABI GUARDIOLA

PRODUCT DESIGNER | UX/UI

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PROFESSIONAL SUMMARY

Product Designer with a background in Visual Arts and Graphic Design. I design digital products from problem definition to launch: user research, information architecture, user flows, prototyping, interfaces and AI-assisted development.

PROFESSIONAL EXPERIENCE

FOUNDER · PRODUCT DESIGNER · UX/UI | Empleo Tattoo Argentina | 2019–Present
• Designed and built the job platform for the Argentine tattoo community (empleotattoo.com.ar), launched in 2026, with accounts, Mercado Pago payments, moderation and analytics. In its first two months, 700+ people used it and 11 studios posted jobs.
• Ran interviews, surveys and observation with the community to identify needs and friction points.
• After launch, iterated on the posting flow and added a conventions board, studio profiles and analytics for studios.

ART DIRECTION · VISUAL DESIGN | Moon Cartridges | 2024–2025
• Improved visual hierarchy and content, doubling average engagement according to the client's metrics.

FOUNDER · CREATIVE DIRECTOR · BRAND & SPATIAL DESIGN | The Good Place Tattoo | 2023–2026
• Designed the identity, space and brand experience, working on visual strategy across touchpoints.
• Developed graphic systems for the studio's social media, print and communication.

PRODUCT DESIGN · UX/UI | Tavika | In development
• Designed and built a working MVP that centralizes school information and simplifies teacher job applications.
• Validated the idea by building first and designing after: user research, information architecture, user flows and iteration.

EDUCATION

UX Design Certificate | Google & Coursera (2022)

Graphic Design (5th year) | Universidad de Buenos Aires (2020–Present)

Master's in Technology and Aesthetics of Electronic Arts | Thesis in progress, UNTREF (2016–2018)

Bachelor's Degree in Visual Arts | Universidad Nacional de las Artes (2003–2008)

Front-End Web Development | Codo a Codo CABA (2022)

SKILLS & METHODS

UX/UI: Figma, Miro, Notion, User Research, User Flows, Wireframing, Prototyping, Usability Testing.
Methods: Design Thinking, UCD, User Research, Benchmarking, Service Design.
Visual Design: Illustrator, Photoshop, Procreate, Design Systems, Visual Identity, Art Direction.
Web: HTML, CSS, JavaScript, React, Next.js, GitHub.
AI: AI-assisted development (Claude Code, Antigravity), Generative AI, Prompt Engineering.

ADDITIONAL INFORMATION

Interests: Teaching and workshop design. Designing and building analog instruments.

Exhibitions: Fase 8, **Centro Cultural Recoleta** (2016). Sumidxs, **MUNTREF** (2017).