# Martín Lungaretti

## Product Designer

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Product Designer focused on creating scalable solutions that address real user and business needs. Experienced across SaaS, healthcare, and education, with expertise in research, interaction design, prototyping, and design systems. I partner with cross-functional teams to transform complex challenges into intuitive experiences, leveraging AI to accelerate ideation and iteration.

## Experience

### Product Designer

**fundcraft** / JAN 2026 – PRESENT

- Use AI-assisted design tools to accelerate ideation, exploration and design iteration.
- Conceptualize and design new product features that simplify and improve fund management workflows.
- Translate complex fund management requirements into intuitive user flows, interactions and interfaces.
- Collaborate with Product Managers, Engineers and other stakeholders throughout the product development process.
- Conduct user research and apply usability principles to identify opportunities and improve existing product experiences.
- Contribute to the evolution of the design system, ensuring consistency and scalability across the product.

### UX Specialist

**Istituto Europeo di Design** / AUG 2024 – NOV 2025

- Led the UX and digital experience of IED's corporate website, identifying opportunities to improve usability, accessibility and performance.
- Translated business and content requirements into clear information architectures, user flows and interface solutions.
- Collaborated with internal stakeholders and development teams to deliver and continuously improve the website.

### UX/UI Designer

**UX/UI Designer** / JUN 2022 – JUL 2024

- Designed and optimized websites and digital platforms for healthcare brands.
- Translated brand requirements into consistent and user-centered digital experiences.
- Ensured consistency across digital touchpoints while balancing user needs and brand objectives.

### Digital Project Manager

14 / SEP 2019 – MAY 2022

- Managed digital experiences for SEAT and CUPRA websites.
- Coordinated continuous updates, rollouts and improvements.
- Worked with multidisciplinary teams to ensure usability, performance and visual consistency.

### Associate Producer

R/GA / FEB 2017 – JUL 2019

- Handled content management and publishing for Samsung and Nike websites using Adobe Experience Manager.

## Education

### UX/UI Design

**Ironhack** / 2024

### Diploma in Accessibility and Usability

**Universidad Tecnológica Nacional** / 2018

### Bachelor's degree in Design and Visual Communication

**Universidad Nacional de Lanús** / 2010-2014

## Hard skills

- Design systems
- Product discovery
- Data analysis
- Prototyping
- Design thinking
- UX/UI design
- Style guides
- User flows
- User testing
- Wireframes

## Soft skills

- Attention to detail
- Collaboration
- Efficiency
- Ownership
- Proactive
- Problem-solving
- Stress management
- Time management

## Tech skills

- Figma
- Claude
- Gemini
- Mixpanel
- Jira
- Miro
- Notion

## Languages

- Spanish (Native)
- English (Advanced)