

GUSTAVO POLIN

Product Designer | Senior UX/UI Designer

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Portfolio: www.gpolin.com



PROFESSIONAL SUMMARY

Product Designer and Senior UX/UI Designer with 9+ years of experience designing SaaS platforms, B2B and B2B2C products, web applications, and digital experiences. Skilled in UX strategy, UI design, design systems, user research, information architecture, wireframing, prototyping, usability testing, and AI-assisted design workflows (ChatGPT, Lovable, Codex). Proven ability to lead end-to-end product design from discovery through delivery, partnering with developers, stakeholders, and cross-functional teams to ship user-centered solutions that balance business goals, technical constraints, and user needs.

CORE COMPETENCIES

Product Design, UX Design, UI Design, UX Strategy, Design Systems, User Research, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, A/B Testing, Card Sorting, Design Thinking, Cross-Functional Collaboration, AI-Assisted Design, Figma.

PROFESSIONAL EXPERIENCE

Product Designer

Install Pros — United States (Remote) | Feb 2024 - Present

- Lead end-to-end UX/UI design for a SaaS platform supporting Starlink satellite installation services, owning the design process from discovery to delivery for residential, commercial, and mobile customer segments.
- Drive UX strategy, information architecture, user flows, wireframing, and high-fidelity prototyping in Figma to deliver user-centered web platforms across multiple business lines.
- Partner with developers, support teams, and stakeholders in cross-functional workflows, ensuring design decisions align with technical constraints and business goals.
- Integrate AI-assisted design tools (ChatGPT, Lovable, Codex) into the product design workflow, accelerating ideation, interface exploration, and prototype validation.
- Build and maintain scalable design system components and facilitate journey-mapping workshops in Miro to align teams around user needs.

Co-Founder

Emmvi — Spain (Remote) | Jul 2023 - Present

- Own UX/UI direction for a digital marketing agency, designing websites, sales funnels, and email sequences for service-based business clients.
- Manage end-to-end product design projects, collaborating directly with clients, developers, and marketers to translate business goals into digital experiences.
- Ensure design consistency, usability, and brand alignment across all client deliverables to support conversion and growth objectives.

UX/UI Designer

AgencyHub — United States (Remote) | Aug 2020 - Feb 2024

- Designed digital products for cross-functional teams, owning design system creation, card sorting, A/B testing, wireframing, and prototyping for SaaS and B2B2C products.
- Led UI design and usability improvements across the product, using Figma as the primary design tool alongside InVision, Miro, Notion, HotJar, and Zeplin.
- Collaborated with developers, support teams, and stakeholders throughout the product lifecycle to ensure user research insights translated into shipped features.

Web Designer

AgencyHub — United States (Remote) | Sep 2017 - Aug 2020

- Designed and managed high-performing WordPress websites built with Elementor, owning full project lifecycles from concept through implementation.
- Managed hosting, website migrations, DNS configuration, SSL setup, and email authentication (SPF, DKIM, DMARC) with Cloudflare integration.
- Applied technical SEO and on-page SEO practices to improve website performance and online visibility.

Customer Support Professional

aFax — United States | Apr 2018 - Jul 2020

- Provided technical support and managed refund disputes, supplying evidence for resolution.
- Maintained the help center and supported customers via live chat and email.

Web Research & HTML Developer

AccelOne — Argentina | Jan 2015 - Feb 2016

- Performed web scraping and data analysis for large-scale data extraction projects using HTML, CSS, and regular expressions.

EDUCATION

Bachelor's Degree in Computer Science

Universidad Nacional del Oeste — Argentina | 2012 - 2015

CERTIFICATIONS & UX TRAINING

- Foundations of User Experience (UX) Design - Google
- UX/UI Designer
- Web Accessibility
- Avoiding Dark Patterns
- Fundamentals of UX/UI Interface Design
- Advanced UX Writing
- Applied Design Sprint
- Idea Validation: Prototyping and Successful Testing
- Information Architecture with Usaria
- Introduction to UX Writing
- User-Centered Design, Lean UX, CX Research & UX Testing, User Research, Usability, Design Thinking.

TECHNICAL SKILLS

UX/UI: Product Design, UX Design, UI Design, User Research, UX Strategy, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Design Thinking, Usability Testing, A/B Testing, Card Sorting.

Tools: Figma, Miro, InVision, Adobe XD, Zeplin, HotJar, Notion.

AI-Assisted Design: ChatGPT, Lovable, Codex.

Development: HTML, CSS, WordPress, Elementor.

Infrastructure: Cloudflare, DNS, SSL, SPF, DKIM, DMARC.

SEO: Technical SEO, On-Page SEO, Website Performance.

LANGUAGES

Spanish (Native), English (Professional Working Proficiency - B2)