
Guido Avogadro

Senior Product Designer

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Experience

Purple Fire

Lead UX/UI Designer Dec 2023 - Present

Designed CRO focused landing pages and digital experiences for 60+ clients, optimizing for conversion and business impact

Staircase

Senior Product Designer Jun 2021 - Mar 2023

One of two designers at a pre Series A startup, designing automation workflows to streamline mortgage processes across the US

CookUnity

Lead Product Designer Jun 2019 - Apr 2021

First designer at a pre Series A startup, shaping the product and building the first design team as it grew into a unicorn

Thomson Reuters

Senior UX Designer Aug 2017 - Dec 2019

Designed tax and accounting experiences for professional users

Despegar.com

UX Designer Jun 2013 - Aug 2017

Worked across the Flights and Checkout teams, improving key experiences throughout the travel booking journey

About

Specialties

Cross-platform human interface design and design systems

Wireframing, prototyping, interaction design and user testing

Tools

Figma, Sketch, InVision, Illustrator, Photoshop, After Effects, Claude

HTML/CSS and Wordpress knowledge

Languages

English (Fluid)

Spanish (Native)

Portuguese (Medium)

Education

UTN (2014)

Interaction Design with Accessibility and Usability Standards

FAECC (2008)

Associate Degree in Advertising

Links

guidoavogadro.com

linkedin.com/in/guidoavogadro

guidoavogadro.medium.com