

Alejandro A. Gerbec

Design Engineer · Frontend Engineer

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About

Design Engineer with 13+ years of experience shaping user-centered strategies, leading multidisciplinary teams, and delivering intuitive, accessible digital products across healthcare, fintech, and edtech.

Skilled in design research, information architecture, interaction design, and design systems. Adept at bridging design and engineering — collaborating closely with developers and contributing directly to UI implementation in React, TypeScript, and CSS. Known for driving clarity, structure, and consistency across complex product ecosystems.

Experience

Design Engineer — CloudX

June 2022 – Present · Remote · Healthcare

Lead end-to-end UX processes across research, journey mapping, interaction design, prototyping, and usability testing. Define design systems, accessibility standards, and product-wide interaction patterns. Contribute directly to the codebase building reusable components in React, TypeScript, and CSS.

Key Projects

- **Design System** — Component library and visual standards used across all product teams
- **AI-assisted UX Toolkit** — Internal tooling leveraging AI to accelerate research and ideation cycles by 30%
- **Accessibility Initiative** — Audit and remediation raising WCAG compliance across the full product suite

Achievements

- Built and maintained a cohesive design system used across all product teams
 - Developed reusable React components and layouts, improving code consistency
 - Introduced AI-assisted tools that reduced research and iteration time by 30%
 - Improved core user flows through data-driven usability validation
 - Developed adaptive, personalized interface patterns based on user context
 - Strengthened accessibility and interface quality across the full product suite
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Senior Front End Developer — Acámica · Digital House

Sep 2018 – June 2022 · Remote, Argentina · Edtech

Owned UI development and UX alignment within the squad, ensuring consistent design architecture across all platforms. Coordinated with product and backend teams to validate requirements and deliver maintainable cross-platform solutions.

Key Projects

- **Platform UI Rebuild** — Full front-end overhaul of the student-facing learning platform
- **Component Library** — Reusable UI components shared across web and mobile platforms
- **Design-Dev Handoff System** — Standardized handoff process that reduced friction between design and engineering

Achievements

- Led UI development using modern JavaScript frameworks
 - Improved delivery processes and design-development handoffs
 - Built reusable component patterns that accelerated team scalability
 - Ensured coherence between design vision, product requirements, and engineering execution
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UX Lead — RedLink

Sep 2015 – Sep 2018 · Buenos Aires, Argentina · Fintech

Led the UX function for complex fintech products, defining flows and interaction strategies across web and mobile. Coordinated execution across development, marketing, and product while building and mentoring the UX team.

Key Projects

- **Mobile Banking Flows** — End-to-end UX for consumer banking across iOS and Android platforms
- **UX Team Formation** — Hired, onboarded, and mentored a team of UX designers and researchers
- **Unified Design Language** — Cross-platform interaction standards covering web, mobile web, and native apps

Achievements

- Defined product behavior and interaction logic for high-impact financial flows
 - Built and mentored a UX/product team from the ground up
 - Coordinated execution across development, marketing, and product departments
 - Defined UX standards and interaction patterns used across multiple product initiatives
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Designer and Frontend Developer — HotelMansa

Jan 2013 – Sep 2015 · Buenos Aires, Argentina · Tourism

Combined visual design, interaction design, and HTML/CSS implementation. Built end-to-end UI components and layouts — the foundation of a user-centered design approach that carried through the rest of my career.

Key Projects

- **1828 Smart Hotel App** — Domotics and POS application designed and built for the 1828 smart hotel property
- **HotelMansa Website** — Full website design and HTML/CSS implementation for the hotel

Achievements

- Built foundational UI components and page layouts from sketches to production
 - Designed and developed a domotics & POS app for the 1828 Smart Hotel
 - Implemented full website design end-to-end in HTML and CSS
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Skills & Tools

Design Product Design · UX / UI · Accessibility · Interaction Design · Design Systems · Prototyping · Wireframing · Usability Testing · Information Architecture

Development HTML · CSS · React · TypeScript · Next.js

Tooling Figma · FigJam · Adobe Photoshop · Adobe Illustrator · Adobe XD

AI Prompt Engineering · Design-assisted AI · AI-driven Personalization · Predictive Analytics

Community

CSS Conf Argentina — Co-organizer

2016 – Present

Co-founded and organized CSS Conf Argentina (2016, 2018). Orchestrated logistics for 600+ attendees, 22 speakers, and 80 volunteers. Managed schedule, speakers, and sponsors as part of the core management team. Part of the global CSS Conf community (cssconf.org).

University Professor — Web Design & Development

2017 – 2018

Davinci Institute — Taught web design and development fundamentals to multimedia design students, covering both theoretical content and hands-on practical work.

Education

Image & Sound Designer Universidad de Palermo · Buenos Aires · 2017 – 2021

Languages

Language	Level
Spanish	Native
English	Advanced
Italian	Basic