Gustavo Inglese

Lead UX Designer

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Summary

Lead UX Designer with 7+ years designing enterprise B2B and fintech products, and a 20-year background in digital strategy and data. Leads discovery, design systems, and cross-functional delivery for clients including Goldman Sachs, Moody's, and Aldi. Combines research and analytics rigor with hands-on Figma prototyping to ship products that are simple for users and clear for engineering teams.

Experience

Senior Experience Designer, R/GA

2025 – Present · Agency

- Designed features for Goldman Sachs' TxB platform, CUI and CSP, and some on the ServiceNow platform.
- Designed the beta of a new AI product for bankers' deep pipeline analysis, from concept to prototype for Goldman Sachs IBD.
- *Tools:* Figma, design systems, prototyping

Senior UX/UI Designer, Ruvixx

2024 – 2025 · Startup

- Designed a custom Case Tracker indicator for Adobe Anti-Piracy, giving the team a comprehensive yet informative view of the pipeline.
- Designed landing pages for anti-piracy campaigns.
- Built websites with no-code tools and extended the Google Tag Manager tag structure.
- *Tools:* Figma, Wix, Wix Studio, Google Tag Manager, email marketing

Senior UX/UI Designer, Modus

2022 – 2024 · Agency

- Refactored 5 custom B2B tools for Moody's onto a new design system.
- Designed and integrated HR mobile features into StaffBase for Aldi, improving employee engagement and accessibility for +30k employees.
- Designed custom data indicators for clients, such as a risk iceberg for Moody's.
- Led client discovery sessions and presented Figma prototypes to stakeholders, guiding development teams through delivery.
- *Tools:* Figma, prototyping, design systems, UX research

UX Lead, BairesDev

2019 – 2022 · Nearshore, client-facing

- Cut COVID-test appointment booking time by 70% for Worksite Labs through user testing and a streamlined registration flow.
- Led on-site discovery sessions (Sprint Zero) to align project goals with user needs.
- Led UX for the Shambhala customizable ticketing portal: product and user analysis, payment processor comparison (Elavon vs Paysafe), wireframes, backend data-grid and discount-code wizard design, KPI reporting dashboard, and a redesigned user portal with monthly installment view.
- Designed a consumer-spending analytics tool and a white-label ticketing portal focused on customization and conversion.
- *Tools:* Figma, Jira, Agile, prototyping

Senior Strategist, M8

2017 – 2020

- Acted as client-facing strategist for Sprint, Copa Airlines, KFC Latam, and Avocados From Mexico, aligning digital initiatives with business goals.
- Briefed campaigns and ran war rooms for Sprint, including the 2018 World Cup.
- Built Copa Airlines' social strategy using social listening, and supported KFC Latam content strategy.
- *Tools:* Tableau, Salesforce, Digimind, Excel, PowerPoint

Senior Social Media Analyst, Intellignos

2016 – 2017

- Delivered social listening insights and regional crisis monitoring for DirecTV and AT&T.
- Led the migration from Radian6 to Sprinklr.
- *Tools:* Sprinklr, Radian6, SPSS, SQL, R, Excel

Digital Strategist, Intacto Digital Agency (now MediaMonks Argentina)

2012 – 2016

- Delivered UX analyses, social insights, KPI dashboards, and creative strategy for Coors Light, Riot Games, Samsung, Canon, and Fleximize.
- *Tools:* Google Analytics, SocialMetrix, Radian6, Excel

Selected Freelance & Independent Work

- **Symplr (2023), Freelance UI/UX Designer:** Contributed to a 24+ product healthcare suite across desktop, tablet, and mobile. Designed a Staffing screen with custom data visualization, the tablet My Team section, and a new mobile navigation; implemented the new design system.
- **Orbit (2020 – 2021), Freelance UI/UX Designer:** Built the brand story through custom illustrations, designed a responsive bilingual website, and created email and social templates.
- **Independent (2019 – Present), Strategist and UX Specialist:** UX/UI, dashboards, and marketing strategy for small business clients.

Earlier Experience

- Email Marketing Analyst, Connaxis – Merkle (2016): global email campaigns for Schneider Electric
- Digital Coordinator, Dynamika BTL (2011 – 2012)
- Founder, Rizoma Marketing (2010 – 2012): B2B/B2E digital projects for Avon, Intel, and Claro
- Regional B2B Project Manager, Marco Marketing Consultants (2008 – 2009)
- Designer and Project Manager, Crossmedia Interactive (2006 – 2007)
- Web Designer, Communicom (2004 – 2006)

Education

- Bachelor's Degree in Advertising and Strategic Communication, LFAECC
- Technical Degree in Design and Advertising, FFTS

Skills

- **Design:** Figma, prototyping, design systems, interaction design, data visualization, WCAG accessibility, Claude
- **Research and strategy:** UX research, discovery workshops, user testing, A/B testing, KPI and analytics, Google Analytics
- **Leadership:** Client-facing delivery, stakeholder presentation, team leadership, Agile, Jira
- **Technical:** HTML, CSS (Tailwind), JavaScript, Webflow, Unicorn Studio, Tableau, Excel, PowerPoint
- **Languages:** English, Spanish