



Agustina Gonzalez Jones

Creative and results-driven UX designer with a background in engineering and project management. A self-starter with a passion for learning, I leverage analytical thinking and problem-solving skills to create meaningful, user-centred digital experiences.

CERTIFICATIONS

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

Google through Coursera | Jan 2025

INTRODUCTION TO GOOGLE SEO

University of California Davis through Coursera | Jan 2025

PRINCIPLES OF UX/UI DESIGN

Meta through Coursera | Dec 2024

COMPLETE WEB DESIGN: FROM FIGMA TO WEBFLOW

Udemy | Dec 2024

EDUCATION

EXECUTIVE COURSE IN UX DESIGN

POLI.design by Politecnico di Milano | Mar 2025 - Apr 2025

MS IN MANAGEMENT ENGINEERING

Politecnico di Milano | Feb 2019 - Jul 2021

INDUSTRIAL ENGINEERING

Instituto Tecnológico de Buenos Aires | Feb 2014 - Feb 2019

SOFTWARE SKILLS

MICROSOFT OFFICE

Excel, Word and Power Point



PROJECT MANAGEMENT

Jira, Confluence and Trello



FIGMA

Design & Prototype features



WEBFLOW

Web development and CMS



SEO

Google Analytics and Ahrefs



LANGUAGE SKILLS

SPANISH

Mother tongue



ENGLISH

Proficient user



ITALIAN

Proficient user



WORK EXPERIENCE

WEB DESIGNER & UX RESEARCHER

Freelance | Feb 2025 - Present

- Designed and developed responsive websites for architecture studios, wellness centers, and hospitality brands using Figma and Webflow, ensuring accessibility, SEO readiness, and visual consistency.
- Led end-to-end UX processes including research, user flow definition, and usability-focused architecture
- Delivered complete brand identities and digital experiences for clients in Italy and Latin America, combining strategic research with a clean, conversion-oriented design approach.

PROJECT MANAGER

PwC Italy | Sep 2022 - May 2025

- Led end-to-end planning and execution of IT infrastructure initiatives, securing alignment with business objectives, timelines, and budgets.
- Facilitated cross-functional stakeholder communication and collaboration, ensuring clear requirements gathering, consistent feedback loops, and seamless project delivery.

IT CONSULTANT

Techedge Group | Nov 2021 - Aug 2022

- Acted as the primary point of contact for users of a procurement platform, providing technical support, addressing inquiries, and identifying areas to enhance the user experience.
- Collaborated with stakeholders to develop and test software improvements, incorporating user feedback to optimize functionality.



SEO ANALYST INTERN

ProntoPro | Sep 2019 - Dec 2020

- Led link-building and content development efforts to organically increase website traffic.
- Developed and implemented a scalable, automated process to acquire high-quality backlinks.
- Conducted keyword research and tracked key SEO metrics using tools like Google Trends, Google Analytics, and Ahrefs.