

Augusto Salazar

Product Designer & Design Engineer

I design and ship AI-powered products · Fintech · E-commerce · Design Systems

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PROFILE

Product designer with 5+ years in digital banking and e-commerce: design systems, WCAG accessibility and critical flows for millions of users at **Santander Argentina**. Since 2024 I also build what I design — I take products from research to production code (Next.js, React, TypeScript, Supabase) with AI-assisted development, so nothing gets lost in a design-to-dev handoff. Focused on measurable outcomes aligned with business goals.

EXPERIENCE

Independent — Product Designer & Design Engineer Remote · Jul 2024 – Present

End-to-end design and development of products for clients in Argentina and Spain: research, UI, design system, full-stack build, deploy and iteration.

- **Salta News** — rebuilt a regional digital newspaper in **41 days** as the only developer: **13,000 articles** migrated with their exact URLs, launched on the committed date, four AI agents publishing under add-only permissions.
- **Compra Linda** — migrated a live WooCommerce store to headless Medusa + Next.js with custom Mercado Pago and Correo Argentino modules; **112 pattern-based 301 redirects** kept its Google rankings.
- **ConsorcioNube** — multi-tenant SaaS for building administration: 42 views, 100+ components, 16 edge functions, five roles, Mercado Pago payments.
- **Vallès Classics** — registration, Stripe payments and admin for a cycling event; diagnosed a redirect that silently dropped **42 webhook events** and recovered every payment.
- Products in production with **1,200+ combined active users** and first paying customers across two markets.

Santander Tecnología — UX/UI Designer Remote · Mar 2022 – Jun 2024

- Redesigned digital banking interfaces for **6M+ active users**, improving **NPS by +8 points** and reaching WCAG 2.1 AA on redesigned flows.
- Redesigned the login for a Central Bank (BCRA) mandate across web, mobile web and native apps, and led the migration to two-factor authentication, adopted by **85%+ of active users** within 6 months.
- Designed and maintained components for the Flame AR design system (List, business-banking Sidebar) adopted by multiple teams, cutting new-screen design time by **~30%**.
- Validated implementations with engineering, reducing rework by **25%**. Introduced LLMs for documentation and research automation.

Hábito 1 — UI & Web Designer Remote · Nov 2021 – Mar 2022

- Visual redesign and responsive interfaces in corporate environments (Sanofi France).

DCG Consulting — Web Designer Remote · Aug 2020 – Nov 2020

- Led web design and security projects for local e-commerce businesses.

SKILLS

Design	Product design, UX research, information architecture, UI design, design systems, interaction design, prototyping (Figma), usability testing, heuristic evaluation, WCAG accessibility
Build	Next.js, React, TypeScript, Tailwind CSS, Supabase (Postgres, Auth, RLS, Edge Functions), Payload CMS, Medusa, Stripe, Mercado Pago, Vercel
AI	Claude Code, Codex, Cursor, Claude API integrations, multi-agent systems in production, prompt engineering, research automation
Process	Discover → Design → Build → Ship · Agile/Scrum · Lean UX
Languages	Spanish (native) · English (B2, upper-intermediate)

CERTIFICATIONS

Artificial Intelligence — Universidad Blas Pascal · 2023	Motion Design with Figma — Udemy · 2022
Google UX Design Certificate — Google · 2021–22	UX/UI Design — Coderhouse · 2020
Full Stack Development — Acámica · 2019	