



# GISELA FERRARI

— P R O D U C T D E S I G N E R —

 *my portfolio*  
[giselaferrari.com](https://giselaferrari.com)

 +44 7310 029199

 giferrari4@gmail.com

## Summary

With over five years of expertise in creating user-centric designs, I excel in conducting user research, wireframing, prototyping, and testing to deliver intuitive and effective user interfaces. I am adept at working in agile environments and collaborating with cross-functional teams to define and resolve problems, leading to successful design projects.

## Work Experience

### Product Design Specialist - Qatar Airways

London - On-site / Mar 2023 - Nov 2023

- Designed seamless experiences validated through rigorous user-testing, enhancing user satisfaction and engagement.
- Efficiently collaborated with cross-functional teams such as Research, Content, Design System, Brand, Scrum and Development. Successfully aligned stakeholders expectations.
- Leveraged user research, market analysis, and business requirements to craft comprehensive user flows, journey maps, wireframes, and prototypes.

### Product Designer - Maglabs

London - Remote / Jan 2021 - Mar 2023

- Streamlined the design process by crafting user personas, user flows, wireframes, and prototypes tailored to diverse client needs, resulting in enhanced project efficiency and client satisfaction.
- Client-facing role: Engaged clients through workshops and presentations, gathering feedback and ensuring alignment with project objectives.
- Conducted usability testing to refine designs and improve user experience.

### Freelance Designer - Upwork

Everywhere - Remote / May 2019 - Dec 2020

- Designed customized landing pages and user journeys for start-ups and developers.
- Contributed to marketing campaigns and a variety of design pieces.

### UI Designer - viajobien.com

Argentina - On-site / Aug 2017 - Aug 2019

- Designed an intuitive and seamless purchasing journey, applying industry-leading design principles for optimal responsiveness.
- Collaborated with development teams to ensure design feasibility and alignment with technical constraints.

### Web Designer - Sondeos Global

Argentina - On-site / May 2016 - Aug 2017

- Produced wireframes and prototypes through close collaboration with developers.
- Met evolving user experience standards effectively, ensuring a high-quality interface.

## Skills

- User Experience (UX) Design
- User Interface (UI) Design
- Wireframing & Prototyping
- User Research
- Usability Testing
- Interaction Design
- Information Architecture
- User-Centered Design
- Design Thinking
- Figma
- HTML/CSS
- Responsive Design
- A/B Testing
- Persona Development
- Journey Mapping

## Certifications

### Google UX Professional Certificate

[See credential](#)

## Education

### Universidad de Buenos Aires

Bachelor of Arts in Graphic Design  
Faculty of Architecture and Design

[See diploma](#)

## Other Languages

- Spanish: Mother tongue
- Italian: Beginner