

Gastón Fuoco

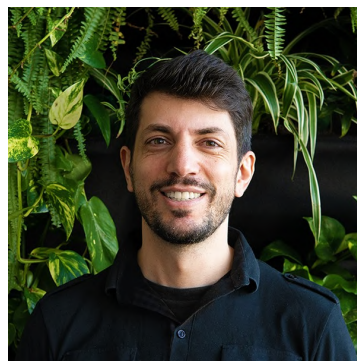
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Berlin, Germany

[LINKEDIN](#) [XING](#) [BEHANCE](#) [INSTAGRAM](#) [MEDIUM](#)



I'm a Digital Designer with 20 years of experience in tech companies, start-ups, and agencies in Europe and Latin America, and I spent 8 leading a Design team. I am comfortable navigating the complete end-to-end design process, from the strategic level to the tiniest visual detail.

PROFESSIONAL EXPERIENCE

November 2022 ~ Present

Senior Designer / Edenspiekermann

Berlin, Germany

- Brand and UX/UI Design for various clients and industries (Automotive, Mobility, Healthcare, eCommerce and Retail)
- Took part in the Research and UX/UI Design for the upcoming corporate website, which will showcase the company's intended transition from Agency to Consultancy.

July 2014 ~ October 2022

Design Manager / Adistec Corp

Buenos Aires, Argentina

- As the first design hire, I built a Design Team of 7 people from the ground up, leading the transition to a 100% in-house model, saving money on external design fees, and optimizing delivery time.
- Recruited, hired, onboarded, and mentored a diverse team of designers.
- Designed a custom Project Management tool that enhanced user satisfaction and improved efficiency.
- Redesigned the corporate website and intranet, developing and maintaining a new Design System that improved consistency across digital products and helped scale design processes.
- Led a complete revamp of the company Branding and developed guidelines that increased brand consistency across all touch points.
- Helped elevate the company's Design Maturity, fostering a user-driven approach.
- Collaborated with other leaders and cross-functional teams to deliver impactful projects.
- I challenged the status quo and drove improvements.

August 2010 ~ June 2014

Senior Graphic & UX/UI Designer / SIA Interactive

Buenos Aires, Argentina

- Designed interactive applications, digital signage, mobile applications, advergames, and VR experiences for global clients (Ford, Wells Fargo, Coca-Cola)
- Led and took part in the rebranding of the Corporate Identity.

June 2007 ~ July 2010

Semi-Senior Graphic & Web Designer / Vals

Buenos Aires, Argentina

- Designed print materials, ads, corporate identities, websites, landing pages, and digital newsletters for large accounts, mainly pharmaceutical and retail companies.
- Integrated user-centered best practices.

March 2004 ~ May 2007

Graphic & Web Designer / Origami

Buenos Aires, Argentina

- Designed print materials, corporate identities, and websites for local and global clients.
- Helped with the front-end development, being actively involved in the coding.

ADDITIONAL ACTIVITIES

I am part of the [Sudtipos](#) Typeface Designers collective, a world-renowned digital type foundry. I designed the [Hejira typeface](#), released in October 2020 and featured in [AIGA Eye on Design](#) and [Behance Typography](#).

EDUCATION

2018 ~ 2019
MA in Digital Typography
University of Buenos Aires (UBA)

2000 ~ 2004
Graphic Design
University of Buenos Aires (UBA)

SKILLS

Hard Skills

- Art Direction
- Design Strategy
- Brand Design
- Typography Expert
- Eye For Layout
- Storytelling
- HTML/CSS
- Interaction Design
- Information Architecture
- UX/UI Design
- Web Design

Soft Skills

- Team Management
- Hiring & Mentoring
- User Advocacy
- Process Improvement
- Curiosity
- Growth Mindset
- Learning Agility
- Collaboration
- Problem Solving
- Good Communication
- Detail-Oriented
- Empathy
- Systems Thinking

TOOLS & TECHNOLOGIES

Design

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign

Front End Dev

- HTML
- CSS
- Visual Studio Code
- Wordpress
- Progress Sitefinity

Typeface Design

- Glyphs

LANGUAGES

- English (Advanced)
- Spanish (Native)
- Portuguese (Intermediate)