

LEANDRO FRITZLER

PRODUCT DESIGNER

CONTACT INFO & PORTFOLIO

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AWARDS

Santa Fe Emprende 2019
with Uniphix.

SKILLS

Design

UX, ideation and workflows
UI Interaction and UI design
Prototyping
Redlines
Figma & Framer
Adobe Creative Suite

User Research

Interviews & surveys
Usability & concept testing
Qualitative analysis methods

Programming

HTML5, CSS3, Javascript,
PHP. Newbie on React.js.

SPEAKING

SEO, Blogging & Digital Mkt for growth • La Colaboradora, Santa Fe Capital, 2019.

Nothing comes from nothing...except a startup • UNL JIEs Launch Event, Santa Fe Capital, 2019.

EDUCATION

EET N° 139 Viale, Entre Ríos.

2006 - 2012

Associate Degree on Manufacturing Processes.
Final Project in *Supply Chain for Recycled Plastic Wood Furniture.*

Universidad Nacional del Litoral

2017 - currently

Bachelor of Philosophy.

Learning to face philosophical problems related to technology and the way the latter impacts in our life, in order to make good decisions in UX and usability.

EXPERIENCE

Sociedad de Bioquímicos de Santa Fe, Frontend Developer

Dic 2020 - Present in Santa Fe, Argentina.

Web development and maintenance for the PABIA institutional system, trusted by associated laboratories and independent professionals for the administration and authorization of biochemical tests in regular and prepaid medical insurance.

leandrofritzler.com.ar, Freelancer

Mar 2020 - Present in Santa Fe, Argentina.

I have come across multiple ingenious and challenging projects, while working remote for agencies and independent clients. The projects I've developed can be explored in my portfolio.

Uniphix, Founder & UX Designer

Oct 2015 - Mar 2020 in Santa Fe & Buenos Aires, Argentina.

I interviewed stakeholders of client's sites in order to know their needs better. Then, along with the Development Team, conceptualize, design and test UI with those clients. In the late stage of the company, I led the design of an online customizer for 3D printed products. I worked on UX, prototyping and visual polishing. The customizer, **morfo.app** was released globally as a progressive web app in 2019.

La Esquina Encendida, Internship & Independent contractor

Feb 2018 - Nov 2019 in Santa Fe, Argentina.

I worked together with a pedagogical team to analyze and improve the UX of cultural spaces, and implement those experiences. Later on, I was called to optimize and digitize administrative processes in the institution.