

ALEJANDRO FUENTES

UX DESIGNER



www.fuente.design
af@fuente.design
Based in Vienna, AT
[linkedin](#)

EDUCATION

Digital Media & Design Major
Bachelor's Degree
Tecnológico de Monterrey

UI Design Specialisation
University of Minnesota

VFX Specialisation
Tecnológico de Monterrey

LANGUAGES

English - Fluent
German - Fluent
Spanish - Native

SPECIALTIES

Figma Risk assessment
Zeplin User research
Adobe CC A/B testing

Confluence
Jira
Trello

EXPERIENCE

Freelance UX Designer & Consultant | *MedTech*

Vienna, AT | 2023 - 2024 | 1 yr

Collaborate with healthcare company developing a novel lifestyle product.

Product Design Team Lead | Bloom Diagnostics GmbH | *HealthTech*

Vienna, AT | 2021 - 2023 | 2 yrs

Led product design development and software improvement for mobile CE-marked apps according to IVD Directive and IVD Regulation - accessory to IVD medical devices (hardware). Defined, released and implemented product design process of said mobile platforms. Led complex cross-team initiatives to collect data that influenced design decisions. Defined technical hiring criteria, led interviews and hired UX designers, illustrators and 3D artists.

UX Designer | Bloom Diagnostics GmbH | *HealthTech*

Vienna, AT | 2019 - 2021 | 2 yrs

Led design for iOS and Android within an agile development framework. Took ownership of design line for all touchpoints of a medical device (hardware and software); the flagship product of a ISO9001 and ISO13485-certified company. Created asset libraries and interactive prototypes. Worked closely with CPO, TPOs and usability engineers in risk assessment. Defined product and brand architecture. Key sparring partner for B2C marketing department; my proposal was chosen as the official company slogan.

Art Director | Stonewall GmbH | *Community Events*

Vienna, AT | 2019 - 2020 | 1 yr

Designed the branding and logos of Vienna Pride and EuroPride Vienna; the latter holds the record for the largest demonstration in Austrian history. Led multi-channel branding of consumables, trains, airport, Vienna Hofburg palace and Rathausplatz.

Multimedia Designer | E2 Communications GmbH | *Gaming*

Vienna, AT | 2018 - 2019 | 1 yr

Designed HTML5 ad campaigns for Tipico and the German Bundesliga. Created asset libraries and animations for live betting odds banners. Carried out conception and implementation of an SVG-based design system for animated web banners that optimised data transmission.

UI & Graphic Designer | DIMOCO GmbH | *FinTech*

Vienna, AT | 2013 - 2015 | 5 yrs

Designed UI of payment pages, portals and dashboards. Structured brand architecture for 5 companies. Coordinated exhibition stand development for industry fairs, e.g. Barcelona's MWC. Created visual language and tonality as part of a 360° marketing strategy.

Outgoing Traineeships Lead | AIESEC | *Global Student Organisation*

CDMX, MX | 2012 - 2013 | 1 yr

Recruited top university graduates through on-site info sessions. Held workshops and 1:1 sessions to support and teach candidates skills and best practices for finding suitable international traineeships.

