

Alejandro Ferrero

Senior Product Designer

Based in Argentina (GMT-3) · Fluent English · Open to full-time or contract
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SUMMARY

Senior Product Designer with 5 years in product design and 13+ in design overall, focused on B2B SaaS tools for professionals who work with complex information, real-time data and demanding workflows, most of it in live broadcast graphics.

EXPERIENCE

Senior UI/UX Designer

04/2023 - 07/2026

Vizrt - B2B SaaS (Live TV & Interactive Content)

- Redesigned the Viz Flowics template catalog for NAB 2024: from a functional selection modal to a visual, streaming-style catalog of 150+ templates with search, filters and live preview, so users start from a ready template.
- The in/out animation model couldn't loop or use keyframes, so advanced users couldn't replicate motion graphics built in other tools. Benchmarked After Effects, Loopic, Viz Artist and Singular; proposed an Enter / Active / Exit model with loops that keeps existing templates working. Approved for phased implementation.
- Designed navigation, controls and states for the Viz Flowics MOS plugin, which lets journalists add live graphics to their stories without leaving their newsroom system (9 supported, incl. iNews, ENPS, Dina and Ross Inception).
- Worked with engineering on the suite-wide design system: components, design tokens, patterns and documentation.

Product Designer

11/2021 - 04/2023

Flowics (acquired by Vizrt) - B2B SaaS

- Designed the Assets Library end to end: a shared cloud library for media that replaced re-uploading the same logos in every graphic, launched at NAB 2022 (I demoed it live) and reused across the platform as a design system picker.

Product Marketing Designer

03/2020 - 10/2021

- Sole marketing designer and liaison with the agency behind the rebrand; applied and extended the new brand.
- Redesigned the WordPress website on the new brand, plus sales decks and product campaigns.

UI/UX Designer - Creative Services

03/2013 - 03/2020

Zauber - Software boutique whose product lab incubated Flowics

- Designed client projects on the Flowics platform, from one-shot activations to recurring subscribers: FC Barcelona (#Messi500), Tommy Hilfiger (live-shopping graphics), Red Bull, Lollapalooza.
- Designed interactive on-screen graphics, social hubs and landing pages for each client's context.

CORE SKILLS

Product Design · UX Design · Interaction Design · Information Architecture · Design Systems · Design Tokens · Competitive Analysis · User Flows · Wireframing · Prototyping · UI Design · Cross-functional Collaboration · B2B SaaS · Real-time Data Interfaces · HTML5 Broadcast Graphics · Figma · Adobe Creative Suite · Git · VS Code

EDUCATION

Graphic Design Degree - Universidad de Buenos Aires (UBA)