ALB. DESIGN

Buenos Aires, Argentina · remote
andreslbdesign@gmail.com
+54 9 11 5465 9853
andresdesign.netlify.app
linkedin.com/in/andrés-franco-2653a747

ANDRÉS FRANCO

SENIOR PRODUCT DESIGNER · DESIGN SYSTEMS

I design systems that *read like clear specs.*

12+ yrs
in product design for fintech, B2B SaaS and AI products

40+
components in the design system I built at Curinos

100K+
people using the AI contact center tools I designed at Dialpad

30%
faster implementation with the design system I built at TrueNorth

Most designers hand off screens. I hand off decisions: the logic defined with engineering, the system behind it, and a working prototype that proves it. My focus is design systems, from design tokens and components to documentation and engineering adoption.

01 Experience

Curinos (via Svitla)

2026

SENIOR PRODUCT DESIGNER · REMOTE

- Built the design system from scratch with one designer and a design manager: I owned all foundations (design tokens in three levels: primitive, semantic, component) and co-designed 40+ components across two releases.
- Shipped v1 in one month. Adoption grew from 0 to 4 of 8 pods (Finance, Retail and Growth first), with fewer detaches, shorter handoff and fewer UI bugs, tracked with Figma Library Analytics.
- Simplified the offer-targeting rule builder for banks: a complex rule takes 15 minutes instead of an hour.
- Redesigned metric search across a catalog of 170+ attributes.
- Ran a design-to-code workflow with Claude and the Figma MCP.

Figma · Claude · Figma MCP · Jira · Confluence

Dialpad

2023 – 2025

SENIOR PRODUCT DESIGNER · REMOTE

- Led end-to-end design for AI-powered contact center tools used by 100K+ people, from research to launch.
- Partnered with the design system team on cross-platform consistency and accessibility.
- Designed responsive experiences for iOS, Android and web.

Figma · FigJam · Jira · Confluence · Slack

01 Experience, continued

TrueNorth

2020 – 2022

SENIOR UX/UI DESIGNER · REMOTE

- Built Mate UI, a design system on Material, in two months: adopted by 3 squads, with implementation 30% faster (measured on Jira tickets over six months).
- Raised signup conversion by 14% with improved mobile and web flows.
- Led Lean UX cycles with hypothesis-driven testing; research fed the product roadmap.

Figma · Adobe Suite · Jira · Confluence · Slack

AgileEngine

2017 – 2020

LEAD UX/UI DESIGNER · REMOTE

- Defined the design strategy for core modules of large-scale B2B SaaS products used by thousands across regions.
- Ran research and cross-functional workshops: empathy mapping, surveys and usability testing.

SparkDigital

2014 – 2017

UX RESEARCHER & VISUAL DESIGNER · BUENOS AIRES

- Led user research and usability testing for healthcare and fintech products; built my first UI libraries with engineering.

Case studies, Figma files and a live component playground at andresdesign.netlify.app

02 Skills

DESIGN SYSTEMS	Design tokens · Figma variables · component libraries · documentation · adoption and governance
PRODUCT DESIGN	UX research · information architecture · interaction and visual design · prototyping · design QA
AI	LLM and agent-assist features · design-to-code with Claude and the Figma MCP
ACCESSIBILITY	WCAG 2.1 · color contrast · color-blind safe palettes
TOOLS	Figma · FigJam · Framer · Adobe Suite · HTML/CSS/JS · Jira · Confluence · Slack

03 Education

Bachelor's in Literature
University of Buenos Aires · 2012 – 2017

04 Languages

Spanish
Native

English
Fluent (C2, near-native)