

# Gabriel Yesuron

Product (UX/UI) Designer

29 years old (01.12.1991)

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## Education

### BA Industrial Design

Ins. Sup. Comunicación Visual  
Rosario, Argentina | 2010 - 2015

### PGDip Strategic Design for Innovation

Universidad Nacional de Rosario  
Rosario, Argentina | 2018-2019

### User Experience Design

Coderhouse  
Bueno Aires, Argentina | 2017

### UX Teams and Project Management

Universidad de Palermo  
Bueno Aires, Argentina | 2019

## Skills

Interaction Design

User Research

Personas

Storyboarding

Usability test

Wireframing / validation

Interactive Prototyping

Mobile Design

Industrial Design

Workshop facilitator

## Tools

Paper and pencil

Sketch app

Figma

Amplitude / Analytics

Adobe Suite

Principle

Notion

HTML & CSS

## Experience

### MaintainX

Getmaintainx.com  
05/20 - Now  
San Francisco, USA  
(Remote)

### Product Designer

Improving onboarding, acquisition and conversion funnnels for MaintainX iOs and Android app. Freelance contract via Indicius.com

### Apaleo

apaleo.com  
08/20 - 11/20  
Munich, Germany

### Senior UX Designer

Main user researcher and UX designer of apaleo PMS Focusing on hotel managment staff (recepcionista) needs and painpoints.

### Sixt

Sixt.com  
01/20 - 04/20  
Munich, Germany

### Senior UX Designer

Main Senior UX designer at Sixt Ride for both app and web products. Contract finished due to Covid-19 crisis on tourism industry.

### San Cristóbal

Sancristobal.com.ar  
04/18 - 10/19  
Rosario, Argentina

### Service and Product (UX/UI) Designer

Designed offline and online interactions for all-inclusive insurance policy, civil liability insurance, and the digital claim channel for third-parties.

### Moka

Moka.tv  
08/17 - 04/18  
Santa Fe, Argentina

### UX/UI Designer

Worked as product and UX designer for many european companies: Hudya, Boligmesse, Tombooks, UCM as well as other in-house secret projects.

### Idomotics

idomotics.com  
11/14 - 03/16  
Santa Fe, Argentina

### Industrial Designer

Conceptualized and designed industrial products related with IoT. Responsible of manufacturing in Shenzhen, China.

## Speaker

### Expostrategas

August 2019

### User experience and insurance industry's opportunities

[expostrategas.com.ar](http://expostrategas.com.ar)

### Pixels and Flow

March 2019

### Lean UX: From idea to MVP