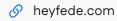
Federico Sarassola

Product Designer | Design Systems | UX & DesignOps



✓ CABA, Buenos Aires, Argentina

(+54) 11 6220 1992

Summary of Qualifications

- Over 9 years of experience designing and scaling digital products across startups and large organizations.
- Expert in Design Systems that improve consistency and reduce development time.
- Skilled in prototyping tools such as v0, and experienced in technical workflows using GitHub and Claude.
- Strong background in Figma, creating scalable design and high-fidelity prototypes that accelerate deliveries.
- Experience bridging design and engineering through PR reviews, token creation, and Al-assisted workflows.

Professional Experience

Senior Design System designer @ Dialpad

2023 - Present

- Rebuilt and scaled the design system, improving adoption among 30+ designers and 50+ developers.
- Hired and mentored designers and researchers as a founding member of the DesignOps team.
- Defined processes and workflows that reduced design-dev friction by 25%.
- Collaborated with engineering to set up contributions via GitHub, empowering cross-functional ownership.

Senior Product Designer @ Pomelo

2021 - 2023

- First designer of the company, working closely with founders to define and elevate the brand.
- Built the first design system, enabling the launch of 3 fintech products in the first 12 months.
- Designed mobile and web experiences for iOS & Android, reaching 100k+ users in year one.
- Introduced DesignOps practices that streamlined workflows and reduced handoff issues by 30%.

UI & Design System Designer @ Banco Galicia

2019 - 2021

- Developed a new Design System with a team of 3 designers and 4 developers.
- Released monthly updates, improving system adoption across multiple product teams.
- Partnered with engineers to deliver new UI elements in HTML, CSS, React, and React Native.
- Facilitated Design Sprints to define and validate new features for the digital banking app.

Education, courses and trainings

Bachelor Degree in Multimedia & Interaction Design @ Universidad Argentina de la empresa

2014 - 2019

Especialization in Customer Experience & Design Manager @ Universidad de Belgrano

2021 - 2022

Training in Lean UX Methodologies @ Universidad de Palermo

2016 - 2016