

CONTACT


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Open to worldwide or relocation roles.

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Portfolio: <https://www.delfinarigoli.com/en>


PROFILE

UX/UI Digital Designer with experience in marketing, technology, and advertising agencies. Currently working at Santander, designing user experiences and creating digital and graphic assets aligned with marketing goals. Proficient in Figma, Adobe CC, Framer, and CMS platforms like WordPress, applying responsive design to build adaptable interfaces, along with UX research methods. Passionate about crafting effective visual solutions that solve real problems, drive conversions, and strengthen brand presence. Always motivated by new challenges and innovation.


PROFESSIONAL EXPERIENCE

- UX/UI & Marketing Designer** | Santander Argentina 


Apr. 2021 - Present

 - Design and optimization of digital products using agile methodologies. Creation of prototypes and visual assets for websites, emails, social media, and digital ads. Performance analysis and user testing to improve usability and marketing effectiveness. Coordination of projects and cross-team communication to ensure goals and deadlines are met.
- UX/UI Designer & Art Director** | Santander Spain 

Mar. 2024 – Sep. 2025

 - Conceptualization and development of creative proposals for advertising and marketing campaigns, aligned with brand strategy and target audiences. Design and adaptation of graphic assets for digital marketing, including final artwork for print materials and video content editing. Development and optimization of user interfaces for private and public websites, enhancing user experience and improving the effectiveness of visual communication.
- UX/UI Designer** | Government of the City of Buenos Aires 

Jan. 2021 - Apr. 2021

 - Conceptualization, design, and optimization of digital products, with a focus on digital marketing for the GCBA, Secretariat of Innovation and Digital Transformation. Preparation of presentations and reports for senior management, focusing on communicating strategies and marketing results.
- UX/UI & Marketing Designer** | Freelance 

Jan. 2020 - Jan. 2021

 - Design and optimization of user interfaces through wireframes, interactive prototypes, and usability testing to create intuitive and effective digital experiences. Development of visual assets and digital ads aligned with marketing strategies, ensuring consistency and performance across platforms. Proven experience collaborating with international companies in the technology, healthcare, and media industries.

EDUCATION

- Bachelor's Degree in Digital Media Design**

2020 - 2024

Universidad de Palermo
- Advanced Digital Marketing and Advertising Creativity**

2022 - 2023

Digital House
- UX/UI Design Bootcamp**

Feb. 2020 - Jul. 2020

Digital House

TECHNICAL SKILLS

- Graphic and Digital Design
 - Visual Communication
 - UX/UI Design
 - Digital Marketing
 - Email Marketing
 - Branding
 - Performance Analysis
- Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)
 - Framer, WordPress
 - User Testing Tools
 - HTML/CSS/JavaScript
 - Languages:** Spanish (native), English B2 – Upper Intermediate (FCE)