

Armando Gil Frías

PRODUCT DESIGNER

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CAREER OBJECTIVE

I have a long experience as designer, focused on digital design. After going through different jobs, I have gained knowledge in UX research, design systems and complex problem-solving for digital products.

RECENT EXPERIENCE

1. Product Designer (UX/UI)

Nucleo360, nov 2024 – Present

SaaS where I design user-centered experiences, by blending quantitative and qualitative data to align with strategic and business goals.

- Design process from initial research to rollout, crafting innovative solutions with AI through the process and exposed to AI solutions (LLM, MCPs, automatizations, etc).
- Building a scalable design system that boosts development efficiency and ensures visual consistency.
- Agile teamwork under Scrum framework and Design Thinking methodology.

2. Head of Design

Innovación Colectiva, mar 2023 – Oct 2024

Being part of the communication department I'm heading design projects for institutions and big companies.

- Visual identity and applications with Adobe Illustrator and InDesign.
- Web prototypes with Figma.
- Branding and social media creativities.

3. Product Designer (UX/UI)

bRIDA, may 2017 – sept 2022

Design and management of different digital projects for companies and institutions.

- Design of prototypes and wireframes with Adobe XD
- Banner displays campaigns with Adobe PhotoShop.
- Motion graphics with Adobe After Effects.
- Brochures and catalogs with Adobe InDesign.
- Web development with WordPress and custom CSS.

4. Product Designer (UX/UI)

Ingevert, apr 2016 – mar 2017

With a startup team, we developed a digital and physical product for energy control at home.

- Design of prototypes with Sketch for the web app and create CSS layout, working hand in hand with the development team.
- Brand identity and applications using Adobe Illustrator, InDesign and PhotoShop.
- Digital Marketing and communication plan.

EDUCATION

1. Graphic Design

EA San Telmo (Málaga), 2002 – 2005

2. Product Design

UX Learn, Mar 2020

3. Design Systems Specialist

Figma.Camp, Mar 2023

4. AI images with Midjourney

Smart Design Core, Oct 2023

5. Digital Product & Project Manager

EOI, Feb 2026

TOOLS

- Figma, Adobe Suite
- Wordpress, HTML, CSS
- Google Analytics, Hotjar

SOFT SKILLS

- Creativity and complex Problem-solving
- Empathy, communication and resilience
- **Mid-high English level**