

FGO

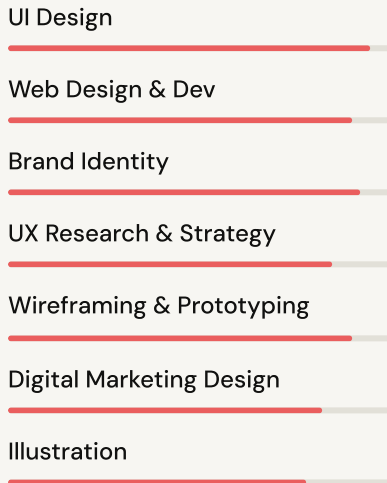
Fernando G. Orlando

UX/UI · WEB · BRAND
DESIGNER

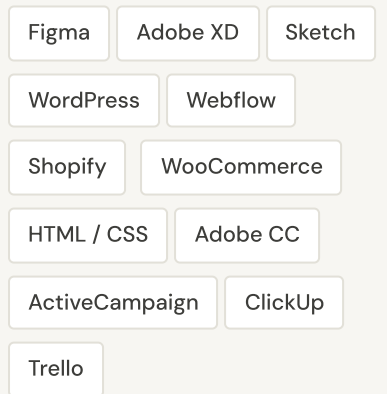
*"Designing intuitive digital products
and web experiences that convert."*

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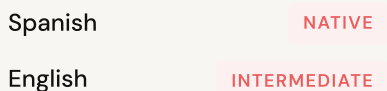
CORE SKILLS



TOOLS



LANGUAGES



EDUCATION

2002 – 2006
Martín Malharro
Visual Art School
Graduate in Graphic Design

SOFT SKILLS

PROFESSIONAL SUMMARY

UX/UI and web designer with **20+ years of end-to-end design experience** — from brand identity and editorial design to complex digital products. Specialized in creating user-centered interfaces and high-performance websites (WordPress, Webflow) that balance business goals with intuitive user experiences. Currently working remotely for an international financial risk consultancy, driving UX improvements for a SaaS platform and leading all visual communication. Open to remote-first roles in product design, web design, or brand.

EXPERIENCE

2022 Present

NetGO Financial Risk Management · Chile (Remote)
Senior UX/UI Designer & Visual Designer

Lead all design initiatives for a Chilean financial risk consultancy and its SaaS platform (Xymmetry). Responsible for UX research and improvements, website design & development, landing pages, newsletters, social media, business presentations, and video/animation production. Collaborate directly with the IT department on product UX improvements.

UX Research SaaS Product WordPress ActiveCampaign
Motion Design Remote

2009 Present

Freelance UX/UI & Web Designer
Senior Visual Designer · Independent

15+ years delivering end-to-end design for clients across Argentina, Spain, and Latin America. Projects span brand identity, institutional and e-commerce websites (WordPress/WooCommerce/Webflow), and UX-driven product development. Long-term relationships with repeat clients across hospitality, legal, health, and sports industries.

Branding E-commerce Webflow WooCommerce UX Design

2018 2022

Alvarez Argüelles Hoteles
Senior Graphic Designer

In-house designer for a hospitality group. Led all visual communication including advertising campaigns, brochures,

- Creative problem-solving
- Cross-functional collaboration
- Leadership & ownership
- Attention to detail
- On-time delivery

signage, vinyl printing, and social media content. Ensured brand consistency across multiple properties.

[Brand Communication](#) [Print & Digital](#) [Social Media](#)

2010
2016

Ya! Publicidad

Staff Editorial Designer, Illustrator & Web

Core team member at an advertising agency. Designed and illustrated for Ey! Magazine (editorial design), contributed to art direction, advertising campaigns, and web layouts.

[Editorial Design](#) [Illustration](#) [Art Direction](#)

2007
2009

IMAGS Systems & Websites Solutions

Head of UX Design & Web Development

Led design and development of institutional websites, blogs, and e-commerce platforms. Managed corporate identity projects and graphic advertising for a web solutions agency.

[Web Development](#) [Corporate Identity](#) [E-commerce](#)

FEATURED PROJECTS

ZF Zona Sur

Brand + Web + App ·
2024

zfzonasur.com.ar

Xymmetry

SaaS UX/UI + Web ·
2024

xymmetry.com

K&K Insurance

Web Redesign · 2025

[Case study →](#)

BOYD App

E-commerce App ·
2025

[Case study →](#)

Todo para SUP

Brand + Web + App ·
2024

todoparasup.com.ar

Cominter

Brand + Web · 2025

cominterba.com