

# Pablo Fogliazza

UI Designer / Front-End Developer

*Beauty enhances functionality, and functionality highlights beauty.*

Over 15 years of experience in web design and development, helping individuals and businesses communicate and connect with their potential clients in the digital world.

## Professional Experience

### Front-End Developer & Markup Specialist @ Forma (Moov Media Group)

October 2021 – Present | Santiago, Chile | Remote

Transforming visual designs created in Figma, Illustrator, and Photoshop into optimized HTML, CSS, and JavaScript code, ensuring flawless compatibility and display of landing pages and emails across various devices and email clients.

#### Responsibilities:

- Implement visual designs into HTML, CSS, and JavaScript, ensuring compatibility with different browsers, screen resolutions, and email clients.
- Develop landing pages and emails meeting high accessibility and usability standards, optimizing the end-user experience.
- Collaborate with design and development teams to align visual and functional objectives.

#### Key Achievements:

- Reduced workflow times by 50% by introducing MJML for email development, significantly improving team efficiency.
- Implemented a design system with components in Astro for landing page creation, ensuring visual consistency with client brand guidelines and optimizing repetitive processes within the team.
- Trained designers on digital design principles and techniques, helping them adapt to the complete workflow process.

### Web Design & Development and Digital Design Freelancer @ Estudio Fogliazza

January 2006 – October 2021 | Bahía Blanca, Argentina | On-site

Managed client acquisition, identified needs, proposed solutions, and executed them in the digital environment. Specialized in web design and development, as well as digital design focused on branding, social media, and digital marketing strategies.

#### Responsibilities:

- UX/UI design for landing pages and websites created in Figma, Sketch, XD, Illustrator, and Photoshop.
- Design layout in HTML, CSS, and JavaScript to create and implement into a WordPress/WooCommerce theme as a CMS, then upload it to the server and maintain it.
- Creation of digital designs focused on branding, social media, and digital marketing campaigns.
- Client management, from prospecting to implementing solutions.
- Sales and follow-up to ensure client satisfaction.

#### Key Achievements:

- Digitized several businesses, helping them establish their presence in the digital environment.
- Built client trust by delivering high-quality work, some of which remain relevant today.
- Collaborated with prominent regional clients, including Gili, Kia, Exclusivos Online, Leticia Paula Propiedades, Don Vicente, La Pampa Goma, Proa, Metalúrgica Dima, INCUDI, Acampante.com, Sygnos Sonido, Estudio Sallaberry, and others.

## Co-Founder & Digital/Web Designer @ Estudio Árbol

February 2013 – January 2017 | Bahía Blanca, Argentina | On-site

Co-managed the studio with a partner, leading projects from needs assessment to delivering complete digital solutions. Acted as Art Director, UX/UI Designer, and Front-End Developer, blending creativity and technical skills to achieve high-quality results.

### Responsibilities:

- Comprehensive management of the studio, including client coordination and sales.
- UX/UI design and development of functional web interfaces.
- Front-end implementation tailored to client needs.

### Key Achievements:

- Positioned Estudio Árbol as one of the top three web design studios in Bahía Blanca.
- Worked with notable local and national clients, including Club Olimpo, Cooperativa Obrera, LU2, FM Ciudad, and Lago Chevrolet.
- Built a loyal client base that trusted our creative and technical approach, yielding lasting results.

### Technical Skills

- **Design-to-Code Transformation.** Expertise in converting designs from Figma, Sketch, Illustrator, and Photoshop into clean HTML, CSS, and JavaScript (including TypeScript) code.
- **CMS and Framework Implementation.** Experience with technologies such as Astro, React, WordPress, SASS, Tailwind CSS, Bootstrap, MJML, Storybook, WooCommerce, Strapi, and Contentful.
- **Project Management and Collaboration.** Proficient in project management tools like Git, GitHub, Asana, Milanote, Slack, Notion, and Google Calendar to optimize task, file, and deadline management.

### Soft Skills

- **Holistic vision.** Ability to approach projects by considering all key factors of the process, from client needs and pain points to creating effective solutions and their final implementation.
- **Attention to Detail.** Ability to identify and resolve inconsistencies in designs, code, and processes, ensuring high-quality deliverables.
- **Continuous Learning and Critical Thinking.** Open to acquiring new technical knowledge and working methods, analyzing their value for projects and teams, and applying them effectively.
- **Empathy and Client-Centered Solutions.** Skilled at understanding and aligning client needs with practical, sustainable solutions focused on clear objectives.
- **Process Optimization.** Proactive in improving processes and fostering effective solutions within teams to optimize results.

### Education

#### Higher Technician in Design, Image, and Sound @ Instituto Superior De La Bahía

January 2006 – December 2008 | Bahía Blanca, Argentina | Completed

#### Electronic Engineering @ Universidad Tecnológica Nacional (frbb)

January 2002 – December 2005 | Bahía Blanca, Argentina | Incomplete

#### Higher Technician in Computer Science @ Instituto Técnico La Piedad

January 1997 – December 2001 | Bahía Blanca, Argentina | Completed

### Languages

**English:** Intermediate level (CEFR: between B1 and B2). Competent in reading and listening comprehension, with sufficient skills for simple professional and academic settings.

**Spanish:** Native speaker.