

Francisco Sixto

Senior UX/UI & Product Designer

B2B & SaaS products · Design systems · Web design & development

Córdoba, Argentina · Remote

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PROFILE

UX/UI and product designer with 10+ years of experience. I specialize in B2B and SaaS products with complex business rules (healthcare, education, automotive) and in design systems that scale across many sites or products. I design and build: I develop with React, Next.js and TypeScript, I have led design and front-end teams, and I use AI to prototype, document and ship faster.

EXPERIENCE

Independent · Product & Web Designer 2023 – Present

- Rexia**, financial intelligence SaaS for healthcare: product design for insurer agreements and authorizations, covering flows, states, coverage and fee rules, traceability and AI-assisted specifications.
- Ortopedia Para Ti** and **Bienestar Senior**: UX/UI redesign in Figma of two e-commerce stores, covering seven page types, components, navigation and product presentation.
- Consultora Prisma**: designed and developed the website with Next.js. **Vivero Yvyrá**: full-stack botanical catalog with a custom admin panel built on Next.js, PostgreSQL and Prisma.

Start University · UX/UI Lead 2022 – 2025

- Led UX/UI design for 20+ live education websites for universities in Latin America and India, and coordinated a design and HTML/CSS team from wireframe to code review, with usability, accessibility and SEO checks on every release.
- Unified the student portal into a single modular product that adapts to each institution with minimal CSS changes: every change is made once and reaches all of them.
- Designed in Figma the reusable base system used to migrate 5 legacy sites to .NET Core and launch 7 new ones.

Deep Creek Solutions · UX/UI Product Designer 2020 – 2022

Healthcare and aesthetics SaaS. The company's first dedicated UX/UI designer, working with product owners and healthcare specialists.

- Designed improvements and new tools for Red Sanitaria and Retia Health, used by hospitals, clinics and private practices, including an interactive odontogram for dental charting and automated billing flows.
- Designed from scratch an equipment rental platform and a booking, client and payments app for aesthetics professionals; built reusable UI components shared across products and prototyped MVPs for the internal incubator.

Autocity · Grupo Tagle · UX/UI Lead 2019 – 2020

- Introduced a UX/UI process to a traditionally run team and led the redesign of the Autocity catalog with advanced search, filters, vehicle comparison and online quotes.
- Designed five websites for group brands (hotel, golf, motorcycles and corporate) plus platforms for used-car resale and dealership CRMs; contributed to front-end development (HTML, CSS, Bootstrap).

Apex America · Communications Analyst & Designer 2015 – 2019

- Designed a shared wayfinding system for offices in Argentina, Chile, Colombia, Paraguay and Honduras, plus internal communication campaigns for several departments; took part in Design Sprints with the innovation team.

Madison Comunicación · Graphic & Web Designer: advertising and HTML/CSS layout 2013 – 2015

SKILLS

Product & UX	User research, information architecture, flows and states, prototyping, usability testing, design systems, accessibility, team leadership.
Development	React, Next.js, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, WordPress, PostgreSQL and Prisma, Three.js and WebGL (Officina Artis, my own 3D art gallery).
Applied AI	AI-assisted prototyping and documentation, generative AI for imagery, LLM-assisted development (Claude Code).
Tools	Figma, FigJam, Miro, Adobe Creative Suite, Blender, Jira, Notion, Git and GitHub.
Languages	Spanish (native). English (intermediate): strong reading and writing (documentation, specs and written communication); functional spoken English.

EDUCATION

Higher Technical Degree in Multimedia Design · Colegio Universitario IES 2013 – 2016

Higher Technical Degree in Graphic & Advertising Design · Colegio Universitario IES 2009 – 2013

Courses · React (Coderhouse, 2024) · JavaScript & Web Development (Coderhouse, 2022) · Leadership for High-Performance Teams (Rindo, 2021) · Web Design (Centro Kandinsky, 2013)