



# Gabriel Yesuron

27 years old (01.12.1991)

Rosario, Argentina

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**Product, service and UX designer**, world traveler, freestyle snowboarder, art enthusiast, detail observer, life lover, adventure thirsty, nature admirer, risk taker and more...

## Experience

## Education

### BA Industrial design

Ins. Sup. Comunicación Visual

Rosario, Argentina | 2010 - 2015

### MA Innovation and Strategic Design

Universidad Nacional de Rosario

Rosario, Argentina | 2018-2019

### Courses and clinics

**UX Design** Coderhouse

Bueno Aires, Argentina | 2017

### UX Teams and Project Management

Universidad de Palermo

Bueno Aires, Argentina | 2019

## Skills

Interaction Design

User Research

Personas

Storyboarding

Usability test

Wireframing / validation

Interactive Prototyping

Mobile Design

Industrial Design

Workshop facilitator

## Tools

Paper and Pencil

Sketch app

Invision / abstract

Adobe Suite

Workshop exercises

Realtime Board

### San Cristóbal

[Sancristobal.com](http://Sancristobal.com)

April 2018 - Now

Rosario, Argentina

### Product and Service Designer

I designed the interactions, offline and online, of the service to the all-inclusive insurance policy, the civil liability insurance process and the digital claim channel for third parties.

### Moka

[www.moka.tv](http://www.moka.tv)

August 2017 -

April 2018

Santa Fe, Argentina

### Product Designer (UX/UI)

Worked as product and UX designer for many European products: Hudya, Boligmesse, Tombooks, UCM as well as other in house secret projects.

### Hudya

Oslo, Norway

[www.Hudya.no](http://www.Hudya.no)

in-house consultant  
December 2017  
and January 2018

### Product UX/UI Designer

- Co-designed the new and current commercial webpage aligning with the brand identity layout and increasing it's conversion rate and engagement.
- Co-designed the corporate webpage. worked alongside stakeholders to increase B2B engagement.
- Designed the userflow to acquire hudya's electricity, insurance, and mobile products through it's webpage.

### Boligmesse

Oslo, Norway

[Boligmesse.no](http://Boligmesse.no)

### UX Designer

Designed exhibitors dashboard including "campaign" feature to send free invitations to selected customers increasing attendees to each fair.

### Idomotics

[idomotics.com](http://idomotics.com)

2014 - 2016

Santa Fe, Argentina

### Industrial Designer

Conceptualization and design of products related with IoT. Responsible of manufacturing in Shenzhen, China.

### Unfold bags

[fb/somosunfold](http://fb/somosunfold)

2014 - 2016

Santa Fe, Argentina

### Designer, Marketing Director

Conceptualization, design and marketing of a co-owned brand of urban backpacks and bags. backpacks and bags.