

I am **Juan Falabella**, Product Designer focused in strategy and management

I design products strategically to match users needs with business requirements.

Xablu

Product Designer - Strategist

[2021 - Today](#)

In xablu I am the Product Designer of "Xablu Contracts" an App about smart contracts based on blockchain. I design wireframes, prototypes, and the final UI. I make user story mappings, and set the MVP scope of the product. I also worked in several projects, adding new features or redesigning the entire mobile app.

San Cristobal

Product Designer

[2018 - 2020](#)

My role as Product Designer involved discovery and delivery, from research to the UI design. I created research plans, that included Workshops with users and stakeholders, focus groups, usability testing, interviews, card sorting and surveys between others.

Worq

Agency owner - Product Designer - Creative Director

[2015 - 2017](#)

This was my second my second stage as an agency owner. I had all the meetings with clients and I was the creative director and product designer. We design and develop internal desktop apps for medium and big companies.
I also worked in a lot of branding projects that I really love.

Don Web

Senior UI Designer

[2014 - 2015](#)


Donweb hired me to work on its main product, the biggest email marketing platform of Latin America, "envialosimple.com".
Working as a UI designer, I redesigned the entire new version (v3) of the platform.

Check my previous experience in [linkedin.com/in/juanfalabella](https://www.linkedin.com/in/juanfalabella)

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 32 years old (10/03/1989)

Education

BA Graphic Design & illustration

Ins. Sup. Comunicación Visual
2007 - 2011

PGDip Strategic Design for Innovation.

Universidad Nacional de Rosario
2019-2020

Skills

Design thinking
UX Research & Discovery
UX writing
Product management
Strategic mindset
Lean & MVP definition
Scrum (agile)
User story mapping
Wireframing
Desktop & APP UI design
Prototyping
Moderation and talks
Branding

Tools

Figma / Sketch / Adobe XD
FigJam / Miro
Marvel / Invision / Maze
TFS / Jira / Trello / Click up
Hotjar
Google Analytics
Optimal workshop
Dovetail
Airtable
surveymonkey