Guada Tonti

Product Designer / Visual Designer / Creative Technologist

Location
Buenos Aires, Argentina (UTC-3)

Contact
guada.tonti@gmail.com

LinkedIn
linkedin.com/in/guadatonti

Portfolio
porfolio-ashy-nine.vercel.app

PROFESSIONAL SUMMARY

Product Designer with 12+ years of professional design experience. I combine product thinking, visual design, and creative technology with a solid understanding of interaction patterns and usability heuristics to create experiences that feel intuitive, polished, and effortless to use.

WORK EXPERIENCE

Independent Design & Creative Exploration
Jul 2026 - Present

Independent

Working independently while exploring creative development, AI and interactive experiences through continued learning and personal projects.

Generalist Designer → UX/UI Designer → Senior UX/UI Designer
Jan 2021 - Jun 2026

POAP - The Proof of Attendance Protocol

Joined as POAP's first full-time designer, supporting its growth from five people to an international team of 70+. Evolved from generalist design to product design and design system.

Mid-level UX/UI Designer
Dec 2019 - Jan 2021

Xivis

Digital product design at an agency specializing in Web3.

Mid-level UX/UI Designer
Oct 2018 - Dec 2019

Mobillers

UX/UI for gaming and augmented reality apps, from user flows and prototypes to testing, design systems and developer collaboration.

Co-Founder & Designer
Jun 2016 - Nov 2018

Agencia Bondiola

Co-founded a digital agency for social impact initiatives, combining branding, web and graphic design, photography, video and social campaigns.

Jr. UX/UI Designer
Jun 2017 - Mar 2018

Aerolab Digital

Jr. UX/UI Designer
Nov 2016 - Apr 2017

Tril Corporation

Teaching Assistant
Mar 2016 - Feb 2017

FADU - Universidad de Buenos Aires

Jr. Designer
Apr 2014 - Jan 2015

Banco Hipotecario

EDUCATION

AI for Multimedia Production Aug 2026 - Nov 2026
Image Campus

User Experience & Research Course Jan 2019 - Jul 2019
Digital House

Graphic Design Degree 2011 - 2017
University of Buenos Aires (FADU - UBA)

TOOLS & KNOWLEDGE

Design & prototyping: Figma (advanced), components, variables, design tokens, auto layout, interactive prototyping.

AI-assisted workflows: Claude Code, Codex, Cursor, Lovable, Figma MCP.

AI image & video generation: Generative visual content, image editing, video creation, and creative experimentation.

Frontend & development workflows: HTML, CSS, JavaScript, Git/GitHub. Technical knowledge for collaborating with developers and AI coding agents.

Product analytics: PostHog, Google Analytics.

Accessibility: WCAG guidelines.

LANGUAGES

Spanish - Native
English - C2 Proficient · EF SET 75/100 View certification