

Pablo Ezequiel Arribas

Design Ops – Sr Product Designer – UX/UI

Buenos Aires, Argentina · [LinkedIn](#) · [Portfolio](#) · [Dribbble](#) · [+54 9 115-655-1506](#) · pablo.arribas@gmail.com

PROFESSIONAL SUMMARY

Image and Sound Designer with over 20 years of experience in UX/UI, Product Design, Ecommerce, Branding, and Strategic Design. Specialized in crafting user-centered digital experiences, visual identity, and optimizing design workflows. With a strong focus on Product Design, Design Ops, and Team Leadership, I help global companies and professionals build visually appealing, high-performing brands and digital products.

AREAS OF EXPERTISE

- **Product Design Leadership:** Building and leading design teams in software-driven environments.
- **Product Design:** Developing digital products, conducting user research, validating hypotheses, and designing scalable solutions.
- **UI/UX Design:** Creating design systems, prototyping, and validating user experiences.
- **Branding:** Developing visual identities, brand positioning, and communication strategies.
- **Design Management & Design Ops:** Streamlining design processes, leading cross-functional teams, and implementing agile, Lean, and Design Thinking methodologies for greater efficiency.
- **Strategy & Leadership:** Leading design projects, aligning with business goals, and mentoring design teams.

SKILLS

- **Design & Prototyping:** Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects).
- **Visual & Web Development:** Webflow, HTML5/CSS3, basic JavaScript.
- **Management & Collaboration:** Notion, Jira, Figjam, Slack.
- **Automation & No-Code/Low-Code:** Strategic use of No-Code tools (Webflow, Zapier, Bubble) and AI-powered platforms to optimize workflows, validate prototypes, and accelerate design processes.
- **Languages:** Native Spanish, Advanced English (B2).

PROFESSIONAL EXPERIENCE

GM2 Ecommerce Studio Manager

Buenos Aires, Argentina · Jan 2024 – Present

- Led a cross-functional Design & Development team of 18 to create high-performing digital experiences.
- Implemented design systems and automated workflows to boost team efficiency.
- Collaborated with marketing and growth teams to align design strategies with product goals.
- Managed the design roadmap, ensuring alignment with stakeholders and business objectives.
- Fostered collaboration between designers, product managers, engineers, and other departments.
- Made strategic decisions on product development and feature investment.
- Measured product impact on business KPIs.
- Established Design Ops processes to improve design-development handoffs.

GM2 Head of Product Design

Buenos Aires, Argentina · 2019 – Dec 2023

- Built and led a design department of 7 in a software-first company.
- Developed and optimized hiring, onboarding, and workflow processes.
- Mentored team members and promoted professional growth.
- Established design standards to improve team collaboration and productivity.
- Managed budgets and resource allocation for the design team.
- Collaborated with executives to define product roadmaps and prioritize strategic initiatives.

GM2 UX/UI Designer

Buenos Aires, Argentina · 2017 – 2019

- Designed digital products end-to-end, from research to implementation, ensuring alignment with user and business needs.
- Created websites, mobile apps, and web applications using Adobe Suite, Figma, and Webflow, focusing on performance and accessibility.
- Developed scalable design systems and documentation to enhance team collaboration.
- Conducted user research and analysis to improve digital experiences.
- Provided UX consulting to enhance platform usability and performance.

GM2 Quality Management Lead

Buenos Aires, Argentina · 2016 – 2017

- Designed and optimized processes for ISO 9001:2015 certification.
- Implemented quality management strategies to improve operational efficiency.
- Led internal audits and ensured compliance with quality standards.
- Trained teams in quality systems and process documentation.

GM2 Project Manager

Buenos Aires, Argentina · 2015 – 2017

- Planned, executed, and monitored projects, ensuring on-time and on-budget delivery.
- Coordinated multidisciplinary teams to meet stakeholder expectations.
- Managed risks and resolved blockers to maintain project velocity.
- Applied agile methodologies to optimize workflows and enhance efficiency.

BlueFever Media Production & Design Lead

Buenos Aires, Argentina · 2010 – 2015

- Managed budgets and resources, integrating project management methodologies.
- Ensured market fit and business alignment through data-driven decisions.
- Conducted market and competitor analysis to guide strategic initiatives.
- Aligned Design and Engineering teams with product strategy.
- Reviewed and approved product roadmaps and development proposals.
- Communicated product vision to internal and external stakeholders.

Freelance — Branding & Multimedia Design Consultant

Buenos Aires, Argentina · 2005 – 2015

- Designed and developed user interfaces focused on usability.
- Created wireframes, prototypes, and validated solutions with stakeholders.
- Developed branding strategies for brand positioning.
- Produced visual assets for advertising campaigns, social media, and content marketing.

EDUCATION

- UNIVERSIDAD DE PALERMO Bachelor's Degree in Image and Sound Design
Buenos Aires, Argentina · 2004 – 2009

CERTIFICATIONS

- UX for Business, IT & Management – Kambrica (Usability, UX & Interaction Design Consulting)
Buenos Aires, Argentina 2022
- User Experience Design Program (UX) – ITBA (Buenos Aires Institute of Technology)
Buenos Aires, Argentina 2017
- Internal Auditor in Quality Management Systems – IRAM (Based on IRAM-ISO 19011)
Buenos Aires, Argentina 2017