



Felipe Villada

Full-Stack Product Designer & Frontend Developer with proven experience in end-to-end project delivery, from brand identity and UX strategy to responsive web development and launch.

🌐 felipevillada.com

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📍 Palermo, Buenos Aires,
Argentina

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📅 22 Years old - 28/05/03

Design & Strategy

UX/UI Design, Brand
Identity, User Research,
Wireframing, Prototyping,
Information Architecture

Frontend Development

HTML, CSS, JavaScript,
Responsive Design

Tools & Platforms

Figma, Photoshop,
Illustrator, GitHub,
Blender, Unity.

Languages

English-Professional

Spanish-Native

Certificates

Google UX Design by Google
on Coursera.

2023 - 2024 (5 months)

Certificate

Education

Advertising Technician
"Escuela Técnica Raggio"

2018 - 2023

"Nuestra Señora de la
Merced"

2015 - 2017

Experience

Full-Stack Designer & Developer | Tan Bonitos!

- Architected and launched the complete digital B2B showroom and brand identity for a premium artisanal baby clothing brand, serving as the sole creator from concept to launch.
- Designed the full UI/UX in Figma and developed a responsive, multi-page interactive catalog using HTML, CSS, and custom JavaScript.
- Executed the complete content strategy, including art directing, photographing, and editing the entire product line to create a cohesive brand presence.

July 2025 - Aug 2025

Full-Stack Designer & Developer | Casa Oro Real

- Complete brand identity, from concept to final style guide, elevating the client's market presence.
- Full UX/UI design process, from wireframing to high-fidelity prototyping in Figma, incorporating rapid client feedback.
- Streamlined the client's sales funnel by integrating a primary WhatsApp contact point, successfully directing customers.
- Developed a custom, responsive website (HTML, CSS, JS) featuring a multi-category gallery for 50+ images and a "before-and-after" slider to visually prove product value.

June 2025 - July 2025

UX/UI Designer & Developer (Independent Projects & Foundational Work)

A focused period of independent work applying and honing end-to-end product design and development skills across a range of personal, conceptual, and e-commerce projects.

- Executed the full UX design lifecycle (research, wireframing, prototyping, usability testing) on conceptual web and mobile application projects ("Nefer Museum," "Theatron"), building a strong foundation in user-centered design principles.
- Designed and managed e-commerce storefronts (Etsy), creating brand identities, product photography, and marketing visuals to improve product presentation and drive engagement.
- Developed multiple responsive websites and prototypes from scratch using HTML, CSS, and JavaScript, with a deep focus on modern performance and accessibility standards.

2023 - 2025

Portfolio: felipevillada.com