

Paula Choque Sestopal

Product Designer (UX/UI)

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PROFESSIONAL SUMMARY

Product Designer (UX/UI) with 5+ years leading the strategic design of complex digital products. End-to-end ownership of the design function at Pigmalion Software: from user research to the delivery of scalable solutions for B2B and B2C clients, grounded in real qualitative and quantitative research.

PROFESSIONAL EXPERIENCE

Pigmalion Software — Senior UX/UI Designer

Buenos Aires, Argentina | October 2022 – Present

- Led end-to-end design across 16 B2B and B2C projects, from discovery and research through high-fidelity prototyping and user validation.
- Built and led the design team from the ground up to 4 direct reports.
- Designed and maintained the product's Design System, ensuring visual consistency and delivery efficiency.
- Consistently recognized by clients for empathy, trust built, delivery speed, and quality of output.

Popack — UX/UI Designer

Buenos Aires, Argentina | March 2022 – June 2022

- Designed the end-to-end experience for a sustainable marketplace: research, information architecture, user flows, wireframes, and UI for desktop and mobile.
- Developed the functional MVP, prepared for an investor presentation.

Freelance — Senior UX/UI & Brand Designer

Remote | January 2020 – Present

- Designed digital products, web applications, websites, and visual identities for clients across a range of industries.
- Redesigned the corporate identity for Securitypro Systems (Florida, USA); the client has continued using the system and brand manual unchanged, years later.

L'Atelier Aromatic — Graphic Designer

Buenos Aires, Argentina | January 2020 – February 2022

- Responsible for the brand's visual ecosystem: email campaigns, packaging, flyers, banners, presentations, and institutional materials.
- Organized and promoted events and online courses.

EDUCATION

Product Designer + AI — EspacioUX	2025
Claude Cowork and Claude 101 — Anthropic	2025
Motion UI and Design Systems — EspacioUX	2024–2025
Brand Designer — Coursera	2022
UX/UI Design and Advanced UX/UI — Coderhouse	2020–2021
Industrial Design (coursework) — FADU-UBA	2012–2019

SKILLS

Prototyping: Figma, Adobe XD

Graphic Design: Adobe Illustrator, Photoshop, After Effects

Research & UX: Wireframes, User Personas, Customer Journey, Benchmarking & Trend Analysis, Usability Testing, Design Systems

AI Applied to Design: Claude Code, Lovable, Stitch

Other Tools: WordPress, Wix, HubSpot, Jira

STRENGTHS

Teamwork, organized, adaptable, detail-oriented, self-taught, creative, flexible, responsible, curious.

LANGUAGES

Spanish — Native	English — Intermediate (B2)	French — Basic (A2)
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