

# Rodolfo Biglié

Independent Senior Product Designer · UX/UI Lead

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## PROFILE

Senior product designer working across SaaS, enterprise, and regulated industries, from fintech and insurance to healthcare and pharma. I turn complex data and messy requirements into products people can actually use. Design isn't software.

I don't define myself by Figma, by code, or by AI. Those are tools. The real work is figuring out what the problem actually is, understanding it, and building a solution that holds up for the business and the people using it.

## EXPERIENCE

*Working also independently since 1995. Most of the engagements below were delivered on a freelance or contract basis, often concurrently across clients.*

### Senior Product Designer · Freelance

Nov 2022 - Jun 2025

ORCA AG · Zurich, Switzerland

- Led product design end-to-end, from discovery through delivery, for core product features.
- Built a scalable design system on Tailwind CSS, keeping UI consistent across all product surfaces.
- Designed and maintained a white-label UI system that let clients deploy fully customized product experiences.
- Ran ongoing design QA and usability testing to hold UX/UI quality, and produced supporting marketing assets.

### Lead Product Designer · Freelance

Mar 2017 - Nov 2022

AGILE FORCE Inc. · California, USA

- Owned end-to-end product design for Universal App: UX research, interaction design, prototyping, and illustration.
- Built Agileforce's brand and sub-brand identities into a consistent system across platforms.
- Produced product and marketing design supporting Agileforce's positioning in remote workforce management.

### Design Director · Freelance

Jul 2021 - Nov 2022

VITRUVNET · Prague, Czech Republic

- Directed design for Nucleo, a B2B community platform for the life sciences industry.
- Led branding, product design, UX research, and core interaction patterns.

### Design Director · Freelance

Feb 2017 - Oct 2022

LIRSOFT · Prague, Czech Republic

- Unified the UX and UI of two enterprise document-processing products into one coherent solution handling millions of documents per month.
- Ran stakeholder workshops to capture business and user requirements; built and maintained the design system.

### UX & UI Lead Designer · Freelance

Jan 2021 - Aug 2022

SONALAKE · Dublin, Ireland / Prague

- Redesigned a network-performance monitoring product, unifying multi-vendor data into a modular, scalable interface.
- Contributed to the company rebrand: illustration system, site structure, and design-team mentoring.

### Senior UX/UI Designer · UX Architect · Freelance

Jan 2019 - Dec 2021

HILTI Group · Schaan, Liechtenstein

- Led UX/UI for ON!Track, a global asset-management platform for construction fleets.
- Built a modular component library standardizing UI across a globally distributed product.
- Managed an offshore UX/UI team remotely, maintaining quality across time zones.
- Identified development-scope reductions that, per HILTI's own estimates, saved roughly \$1.5M in one quarter.

**Senior Product Designer** · Freelance

Jan 2016 - May 2021

*LIXAR · Ontario, Canada*

- Designed products across automotive, aviation, government, and IT with cross-functional teams.
- Led UX/UI for FlyDesk, an operational decision-support app for airline crews handling complex workflows.

**Lead UI/UX Designer** · Freelance

2017

*CEMEX · Prague, Czech Republic*

- Ran UX research and iterative design improvements across the product release cycle.

**Digital Creative Director** · Freelance

Dec 2014 - Jan 2016

*SWIMMING POOL Y&R · Prague, Czech Republic*

- Led an international team delivering user-centered websites, apps, and digital campaigns.
- Clients: Colgate-Palmolive, Zeiss, Teta, Benzina.

**Digital Creative Director** · Freelance

Jan 2010 - Jan 2013

*MOMADS · Brussels, Belgium / Prague*

- Led UX/UI for the first official Brussels Airport mobile app.
- Delivered digital projects for Kipling, Hubo, Deloitte, and Henkel.

**Digital Creative & Production Director** · Freelance

Nov 2007 - Jan 2013

*OGILVY CZECH · Prague, Czech Republic*

- Led a 30-person international team across design, copy, animation, development, and project management.
- Delivered brand strategy and design for Czech Airlines, Vodafone, Air Bank, Kraft, and ČEZ.

**Senior Designer** · Freelance

Oct 2005 - Nov 2007

*WDF · Prague, Czech Republic*

- Led UX/UI and interactive development for budweiser.tv; created branding and UI for glogster.com.
- Delivered concept, strategy, and design for Adidas, Rimmel, and O2.

**Other Freelance Engagements**

1995 - Present

*Various clients · Remote / Europe*

- Additional freelance product design, UX/UI, branding, illustration, and strategy work delivered alongside the engagements above.
- Clients include Hilti, Adidas, Budweiser, Czech Airlines, Azerbaijan Airlines, Brussels Airport, CEMEX, Czech National Theatre, E.ON, Hill's, Nutricia, and Vodafone.

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**SKILLS**

**Product & UX:** Product design · UX/UI design · Design systems · Interaction design · Prototyping · Information architecture · UX research · Usability testing

**Brand & Visual:** Brand identity · Visual strategy · Art direction · Illustration

**Tools:** Figma · Adobe Creative Suite · Tailwind CSS

**Leadership:** Cross-functional collaboration · Offshore team management · Stakeholder workshops · Design mentoring

**Industries:** SaaS / enterprise software · Fintech · Life sciences · Aviation · Construction · Telecom · Automotive

**Languages:** Spanish (native) · English (fluent)

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**EDUCATION & TRAINING**

- Industrial Design (3 yrs), Facultad de Arquitectura, Urbanismo y Diseño Industrial, UNC, Argentina
- Graphic Design (2 yrs), Instituto de Estudios Superiores, Córdoba, Argentina
- Fine Arts (1 yr) · Industrial Engineering (1 yr), Universidad Nacional de Córdoba, Argentina
- Foundations of UX Design, Google / Coursera, 2022
- Web Design for Usability, Interaction Design Foundation, 2022 (top 10% in class)
- UX Foundations: Research · HTML Essential Training, LinkedIn Learning, 2020