

Yessica Palomé

Designer who codes — UX/UI Designer & Front-End Developer, designing for results

Buenos Aires, Argentina · Open to full-time & freelance · Remote or hybrid

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SUMMARY

Designer who codes and a developer who cares about how things look and feel. For more than 12 years I've moved between UX/UI, graphic design and front-end: from animated banners for Google and Netflix to event identities and websites built to convert. Today I'm Digital Product & Web Performance Analyst at ITBA, mixing design, data and curiosity to make the web work better for people. Experienced in leading end-to-end web projects and improving user experience through SEO, analytics, CRO and data-driven decisions. I also teach.

EXPERIENCE

Digital Product & Web Performance Analyst

ITBA · 2026 – Present

- Optimize the institutional website for traffic, engagement and conversion (UX, SEO, analytics).
- Lead end-to-end web projects from strategy to implementation, bridging internal teams and vendors.
- Analyze performance in Google Analytics 4 (GA4) and Google Tag Manager (GTM) to inform decisions.

Senior Multidisciplinary Designer

REDO Bureau · 2025 – Present

- End-to-end design of visual and digital pieces for fashion, culture and tech clients.
- Responsive websites and web apps in Figma with implementation-ready design systems.
- Editorial design for publications and reports.

Multidisciplinary Designer

Blockchain Acceleration Foundation · 2025 – 2026

- Event design bridging graphic and spatial disciplines: visual identities, printed materials, decorative elements and spatial layouts.
- Pitch decks and presentations.
- Assets across digital and physical formats (social posts, banners, event signage), coordinating directly with suppliers and print shops.

Google Web Designer Instructor

Educación IT · 2023 – Present

- Instructor of Google Web Designer for the Digital Marketing course.

Senior WordPress Developer

Cybele Software · 2023 – 2025

- Responsive WordPress sites with Elementor Pro and WP Bakery, custom themes and templates.
- Advanced Custom Fields (ACF) and custom post types.
- Pixel-perfect implementation and cross-browser support.

Senior Designer & Display Developer

Media.Monks · 2022 – 2023

- Owned projects for Google, P&G, Microsoft, Mondelez, Netflix, Adobe, Samsung, PayPal and Starbucks.
- Dynamic animated rich media banners in vanilla JavaScript, HTML, CSS and GSAP.
- Training for the developer team, internal tools and department rebranding.

Teacher — Graphic Technology II

FADU · UBA (University of Buenos Aires) · 2021 – 2024

- Teaching assistant on pre and post printing, printing systems and colour theory.

Semi-Senior Designer & Rich Media Developer

Media.Monks · 2020 – 2022

- Animated and dynamic banners with GSAP, Adobe Animate, Google Web Designer, Celtra and Bannersnack.
- Dynamic creative optimization (DCO) and email marketing campaigns.

Senior UI/UX Designer & Front-End Developer

Movistar · 2020

- Responsive promotional landing pages in React and Sass for the marketing department, driven by metrics and A/B testing.

Senior UI/UX Designer & Front-End Developer

Sabre · 2018 – 2020

- Built 300+ booking engines for top-tier global hotels in HTML5, CSS3, JSON and JavaScript.
- W3C, accessibility and semantic markup testing, plus analytics and GTM setup.

SKILLS

Design: UX/UI design, Figma, design systems, responsive web design, graphic design, brand identity, editorial design, event and spatial design, presentations

Front-end: HTML5, CSS3, Sass, JavaScript, React, GSAP, JSON, accessibility (W3C), semantic markup, cross-browser development

CMS: WordPress, Elementor Pro, WP Bakery, Advanced Custom Fields (ACF), custom post types, custom themes

Data & growth: Google Analytics 4 (GA4), Google Tag Manager (GTM), SEO, conversion rate optimization (CRO), A/B testing, information architecture

Display & rich media: Google Web Designer, Adobe Animate, Celtra, Bannersnack, DCO, email marketing