



2026

Ezequiel de Francisco

2007

UX / PRODUCT / VISUAL DESIGNER

UBA
Universidad de Buenos Aires



Lenguajes

Spanish > Native
English > Advanced
Italian > Basic

About. I'm Ezequiel, started my career 22 years ago with a non-stop working over: Press, Typographic / Editorial, Web, Gaming and Mobile throughout my career, on-site for important companies as well as remotely (startups mostly) and as a freelancer.

In recent years I have been involved mostly as UX / UI designer for Mobile applications, Product and Gaming. Enhanced my skills managing multidisciplinary design teams as a **leader** and also as a **creative manager**.

PORTFOLIO

www.defranez.com

CONTACT

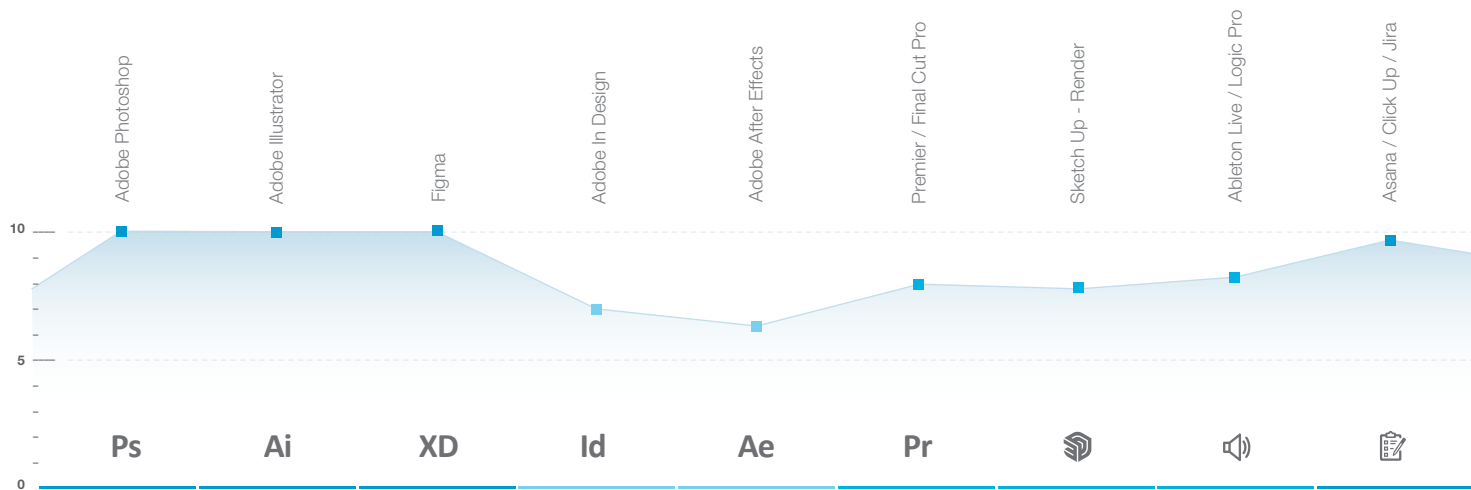
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EXPERIENCE



SKILLS LEVEL



Work career

- 2022 **Big Time Studios / OpenLoot** (gaming/NFT/crypto/marketplace)
United States // July 2022 to present
UX / UI / Product Design
Product Designer at **OpenLoot.com**, specializing in bridging the gap between complex Web3 infrastructure and intuitive user experiences for a leading crypto-game marketplace.
- Marketplace Optimization:** Enhanced the trading experience by designing data-heavy dashboards and real-time transaction tracking systems. Led the end-to-end design process, from wireframing complex smart-contract interactions to delivering polished, developer-ready UI kits.
- Expert at translating blockchain technicalities—such as wallet integration and asset ownership—into seamless interfaces for non-native users. Partnered daily with fullstack engineers to align design specifications with technical constraints, ensuring high-fidelity implementation.n.
- 2020 **PSh**
Buenos Aires, Argentina // July 2020 to June 2021
Creative Leader
Operational and cross-functional 12 member team management (over web, graphic, motion). Proven track record in Marketing Web Design by implementing scalable workflows and mentoring talent to exceed KPIs. Optimizing internal processes that resulted in bridging the gap between high-level business goals and day-to-day execution, ensuring on-time delivery while managing clients budget. Collaborated with senior stakeholders to define long-term roadmaps and drive organizational growth.
- 2019 **_CODERIO**
Buenos Aires, Argentina // Sep. 2019 to July 2020
UX / UI Design Leader
Design Lead managing a cross-functional team of 5, overseeing the delivery of complex UX/UI and Branding solutions for the gaming and mobile sectors. Optimized internal production workflows, resulting in improved project efficiency and team performance. Successfully managed stakeholder relationships and led the conceptualization of design proposals for outsourced clients to drive business growth.
- 2015 **SIMPLY.VISION** (analyze.life)
Thelaviv, Israel (contract) // Jan. 2015 to Dec. 2018
Design Manager
UX / UI / Product, Branding, Website, Mobile App.
- 2011 **GLOBANT**
Buenos Aires, Argentina // Jul. 2011 - Jan. 2015
Senior Advance UI & Visual Designer
Art Direction, Illustration, Art Direction / Concept development / UX and UI for “Bola” mobile game (Disney Arg.). Analysis, target, UX/UI Admin platform for Dreamworks **On Site (CA-USA)**
- 2009 **Nextive Solutions**
California, USA // Aug. 2009 - Jul. 2011
Senior UI & Visual Designer
Artist, UI design & Illustration & motion for mobile games (Zynga, Big Fish Games).
- 2007 **e-Volution**
Buenos Aires, Argentina // Jul. 2007 - May. 2009
Semi-Senior Web designer
External proposals, front-end development, microsites, mailing / Html + CSS for Microsoft Latam.
- 2006 **Caro Cuore**
Buenos Aires, Argentina // May. 2006 - Dec. 2006
Photo Retouch, Magazine Advertising, Fashion Catalogs
- 2004 **Musimundo**
Buenos Aires, Argentina // Jul. 2004 - May. 2006
Internship // Marketing Area - Graphic Design, Newspaper advertising,