



Agustina Turchetto

Turning empathy into creativity
Designing experiences and products
Caring about people and the planet

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ABOUT ME

I'm a senior designer with 15 years of experience, specialized in UX and Product. I have a quite diverse background in Design Thinking, Entrepreneurship and Education, and I'm looking for new job opportunities to do good, while growing myself and my career. I'm passionate about meaningful and innovative projects, with real impact.

Since I can remember I am restlessly curious, always trying to do new things from which I could learn. The passion for change and the love for the unknown are something innate in me. I have a quite diverse working profile that represents me quite a lot, as I believe in stepping into the unknown with courage, passion and purpose.

I developed my career in Graphic Design & Visual Communication, prioritizing the thinking processes and the understanding of needs, focusing on creative development methodologies to find real solutions to everyday problems.

After several years of experience working for the private sector in Lead design positions, I co-founded in Buenos Aires (Argentina) the visual studio Aeronave visual. I've been the Director for more than 8 years, the last two already established in Amsterdam.

Over the years I've specialized in UX and Product design, working together with great teams and for amazing projects.

Last but not least, I have a large background on education after 8 years as a University professor in Design.

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I SPEAK

🇪🇸 Native proficiency in Spanish
🇬🇧 Professional proficiency in English
🇮🇹 Elementary proficiency in Italian

WORK EXPERIENCE

Aeronave Visual

Bs. As. ARG 2010-2016
Amsterdam, Netherlands
2016 - Present
www.aeronavevisual.com

sCoolMakers

Amsterdam, Netherlands
2017 - Present
www.scoolmakers.com

Undisclosed Company

Amsterdam, Netherlands
Sep - Nov 2018

Bomberbot

Amsterdam, Netherlands
March - May 2018
www.bomberbot.com

Staying app

Amsterdam, Netherlands
March - December 2017
<https://www.staying.nl/>

Insitum

Buenos Aires, Argentina
2012
www.insitum.com

Grupo Casino Leader Price

Buenos Aires, Argentina
2004 - 2010
www.insitum.com

EDUCATION

University of Buenos Aires

2002 - 2010

University of Buenos Aires

2008 - 2016
<http://www.fadu.uba.ar/>

Co-Founder - Director Amsterdam

At Aeronave visual I've managed a huge range of projects for big and small clients, from branding and printed design, to digital innovation products. I lead interdisciplinary teams for each project, and facilitated workshops to bring together clients and the transformation/creative processes.

Co-Founder and Bits and Bytes Executive

Exchange to make change happen. First kids marketplace to exchange used stuff.
For sCoolMakers I focus on the development, building and testing of the application and the interaction with the parties involved. I enjoy the process of designing the best user experiences for real engagement and connection.

UX - Product Designer

I joined a new Startup with an all-stars team of innovative people. During two intense months to agile iteration I helped conceptualize and develop the first version of their MVP. User-flows • Low-fidelity wireframes • High-fidelity polished mockups • Prototyping

Usability testing and UX consultant

I guided the Bomberbot team through an intense user-testing of their game-building learning platform for kids. I helped develop and observe the sessions, and analyse the results to iterate the product.

UX and UI design consultant

Communication between accommodation and guests. I developed the UX and UI design of the IOS/Android Guest app, and the accommodations Web Application. Also worked on the optimization of the registration and onboarding flows, and on the visual system for the emailing campaigns.

Graphic design | Design thinking | Innovation | Team Coordination

I was honored to be part of the INSITUM family for a strategy project on consumer needs for a big Retail company, applying design thinking and human-centered design practices to create innovative solutions to complex scenarios.

Graphic Design Manager & Marketing assistant

To work in the marketing department of an International Retail Company was a great experience in every way. There, we developed complete marketing campaigns together with advertising agencies, print, production & development providers, and also CEO'S, Bussiness managers and big brand accounts.

Graphic Design & Communication.

Bachelor degree
Architecture, Design & Urbanism . University of Buenos Aires, Argentina).

Ad-Honorem Professor. Graphic Design Career.

University of Architecture, Design & Urbanism.
During all the time I was teaching, I was also learning. The 9 years I spend teaching were very important for my professional and personal development.