Buenos Aires, Argentina
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Facundo Scuderi

Product Designer & Builder, 6+ years in digital product

I design experiences, think through products and build solutions. I combine visual design and product thinking with a mindset increasingly geared toward development and experimenting with AI.

Experience

MODO
Mar 2026 – Present

Product Designer

I design end-to-end experiences for the fintech ecosystem. I work on Customer Journey and support CX Tooling and Trust, from discovery to launch, using metrics, research, testing and experimentation.

- Built a workflow with Claude and the Figma MCP that makes screens accessible automatically, following our own guidelines and documentation.
- I led UX in pioneering AI-made motion videos built from our repos and Figma: script, voice-over, storyboard and animation with Claude Code and ElevenLabs, a custom local timeline editor for hand-tuning, and final 4K renders. We use them to pitch banks and merchants, announce features and explain things internally.
- I code components directly in MODO's library repo, working on the SDK.
- I work on evolving the Design System and on bringing AI into the process of the whole UX chapter.

Artear
Jul 2023 – Mar 2026

Product Designer

Designed and evolved TN's web and mobile products. Led UX/UI initiatives and the evolution of the Design System: components, variables, tokens and documentation.

- Weather redesign: +100% impressions, +40% time on page and +25% interactions.
- Notification system with more than 800,000 users.
- Awards of Distinction and W3 Awards.
- Also: cross-product Liveblog and Longform, Dollar Widget, TN's homepage, the launch of eldoce and election widgets.

Brandformance
Sep 2021 – Jul 2023

UX/UI Designer Dec 2021 – Jul 2023

Led the management of the development area, coordinating projects, clients and developers. Took part in defining and delivering digital projects, connecting business, design and development.

Digital Designer Sep – Dec 2021

Visual design for campaigns and brands, visual research, motion graphics and social media content.

Clients: PedidosYa, BGH, GSK, Novo Nordisk, Novartis, Nidera Semillas and BiBank.

Side projects

Mealdeck
2025 – Present

Founder, Product Designer & Developer

Meal planning, recipes and shopping lists, with an AI chat that reads Reels and turns them into recipes. I design and code it on my own, from idea to code. 130+ users. Next.js, Supabase and Vercel.

mealdeckapp.com

Fantasy Manager
2024 – Present

Co-founder, Product Lead & Designer

Argentine football fantasy, built from scratch with three friends. I led product strategy, branding and the UX/UI experience. 35,000+ users, iOS and Android apps and a premium subscription.

fantasymanager.ar

Tools

Design	Figma, FigJam, Miro, Framer, After Effects, Design Systems
Research	Maze, Useberry, SurveyMonkey, Hotjar, Clarity
Data	Amplitude, GA4, Snowflake
AI	Claude, Claude Code, Endless, ChatGPT, Gemini, Cursor, v0, Lovable, ElevenLabs
Build	HTML, CSS, JavaScript, Next.js, GitHub, Vercel, Supabase, Resend
Management	Notion, Jira, Trello

Education

Multimedia Design
2020 – 2023

Escuela Da Vinci

Advanced UX: Onboarding
Oct 2024

Edison

Languages

Spanish	Native
English	B2