

# Germán Dotta

Lead Designer · Sr. UX/UI/Product & Brand Strategist · Teacher

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## Professional Summary

Designer with 20 years of experience leading cross-disciplinary projects in brand identity, user experience, and digital product design. I've worked with public institutions, startups, and international organizations, combining strategic thinking with hands-on execution.

I bring a holistic, systems-oriented perspective to every challenge. I lead teams, connect departments, translate complexity into clarity, and design impactful, user-centered solutions. I'm seeking leadership roles where I can contribute to decision-making, guide design vision, and drive meaningful change.

## Professional experience

### Lead Designer [Marvik](#) / 2024 - Present

- ↳ Leading UX/UI and identity design for AI-based platforms in a consultancy context.
- ↳ Facilitating discovery workshops and defining UX strategy aligned with product goals.
- ↳ Designing flows, wireframes, and high-fidelity prototypes with Figma.
- ↳ Collaborating with technical, marketing and commercial teams to ensure consistency and feasibility.
- ↳ Supporting operational and strategic tasks in communication, UX, and implementation.

### Founder · UX & Brand Consultant (own study) [GRMN Studio](#) / 2012 - 2024

- ↳ End-to-end design leadership for digital products and identity systems in education, public sector, and health.
- ↳ Conducted research, planning, UX architecture, validation, and delivery.
- ↳ Led client workshops and aligned design solutions with business, institutional and user needs.
- ↳ Balanced strategy, product design, and branding across multilingual, multi-device projects.

### Lead / Sr. Product Designer [Blaze](#) / 2023

- ↳ Designed UI and flows for high-traffic entertainment platforms.
- ↳ Delivered prototypes, user flows, and functional documentation.
- ↳ Worked closely with distributed teams in agile sprints.

### Sr. UX/UI Designer [Etermax](#) X3M / 2022 – 2023

- ↳ UX design for a SaaS ad management platform.
- ↳ Led validation processes with users and iterated based on feedback.
- ↳ Collaborated with product and development teams in agile environments.

### Sr. UX/UI Designer [Global Commerce Media](#) / 2019 – 2023

- ↳ UX/UI redesign for e-commerce platforms and internal tools.
- ↳ Focused on usability, accessibility, and user metrics.
- ↳ Coordinated with bilingual, remote teams.

### Sr. UXUI & Graphic Designer Maldito Rodríguez / 2012

### Sr. Designer / Graphic Creative VACA Boutique Creativa / 2010 – 2012

**User Experience Manager** D2B Network / 2010

**UX/UI Designer / Project Manager** [Intermedia Uruguay](#) / 2005 – 2009

## Education

- ↪ **Licenciatura en Diseño Gráfico** (2020)  
Universidad de la Empresa (UDE), Montevideo, Uruguay.
- ↪ **FADU, Udelar – Facultad de Arquitectura, Diseño y Urbanismo** (2006)  
5º año completo – Montevideo, Uruguay.

## Certifications

- ↪ **Diploma in Product Management**, UTN Buenos Aires (in progress)
- ↪ **UX Strategy**, Edison (2023)
- ↪ **Design Thinking for Innovation**, University of Virginia (2022)
- ↪ **Project Management Professional Certificate**, Google (2022)
- ↪ **UX/UI Design**, Coderhouse (2021)
- ↪ **Estrategia de Marca**, ForoAlfa (2016)

## Teaching & Mentorship

**Assistant Professor** [FADU/Udelar](#) — 2010 – **Present**

- ↪ Teacher in the Bachelor of Visual Communication Design, with a focus on identity, brand systems and user experience.

### Selected Projects Supervised:

- ↪ Sistema de identidad para los Servicios Centrales de Udelar (2024)
- ↪ Marca 300 años de Montevideo (2023)
- ↪ Marca ciudad de Rosario, Colonia (2021)
- ↪ Identidad para Áreas de Udelar (2016)

## Skills

- ↪ **Leadership & Strategy**  
Team leadership · Stakeholder alignment · Workshop facilitation · Strategic vision
- ↪ **User Experience & Design**  
End-to-end design · UX/UI design · Journey maps · User flows · Design systems · Prototyping · Usability testing · Iterative design
- ↪ **Product & Process Management**  
Functional analysis · User stories · Technical documentation · Prioritization · Continuous improvement
- ↪ **Collaboration & Communication**  
Cross-functional teamwork · Developer handoff · Design reviews · Stakeholder presentations · Agile methodologies (Scrum, Kanban)
- ↪ **Tools & Frameworks**  
Figma · Miro · Notion · Jira · Confluence · Adobe CC · Slack · Google Workspace
- ↪ **Languages**  
Spanish (native) · English (B2+)