

# Germán Dotta

Lead UX/Product Designer · UX Strategy · Associate Professor  
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## Professional Summary

UX and Product Designer with 20 years of experience leading discovery, user research, and end-to-end product design across SaaS, iGaming, construction tech, and public sector environments. I translate user insight and business goals into product decisions that drive measurable outcomes, actively integrating AI into design and research workflows to accelerate discovery and process innovation.

I have built UX practices, mentored design teams, and delivered from discovery to high-fidelity design working closely with product, tech, and business stakeholders. I seek roles where UX leadership shapes product direction.

## Professional Experience

### Lead Designer (UX Lead at Stratus) · Marvik / 2024 · Present

- ↳ Embedded through Marvik's AI talent division as UX Lead at Stratus, a construction tech SaaS platform that digitizes fabrication and installation workflows for MEP contractors. Owning the full UX process from discovery to high-fidelity design in close collaboration with the Product Director, Tech Lead, and Front-end team.
- ↳ Led end-to-end discovery including user research, interviews, and synthesis into 30+ pages of UX documentation.
- ↳ Defined information architecture, user flows, and UX strategy aligned with product and business goals.
- ↳ Designed and validated wireframes with real users; currently delivering high-fidelity designs.
- ↳ UX decisions directly inform product strategy and business priorities alongside the Product Director.
- ↳ Facilitated discovery workshops with multidisciplinary stakeholders to align teams around user needs.

### Founder · UX and Product Design Consultant · GRMN Studio / 2012 · 2024

- ↳ Independent UX and product design practice for 10+ years, with full ownership of research, architecture, delivery, and client relationships across education, public sector, and health. Clients included BID, INAC, Udelar, and UTEC.
- ↳ Planned and executed user research, usability testing, and iterative design across multilingual, multi-device products.
- ↳ Shaped design solutions around business, institutional, and user needs through workshops and stakeholder facilitation.
- ↳ Directed projects and cross-disciplinary teams across the full design lifecycle.
- ↳ Applied emerging tools and AI-assisted workflows to improve process efficiency and output quality.

### Lead / Sr. Product Designer · Blaze / 2023

- ↳ Led a design team of 2 designers and coordinated with an external design studio in Europe for high-traffic iGaming platforms.
- ↳ Defined UX direction, prioritized features, and ensured design consistency across distributed teams.
- ↳ Delivered prototypes, user flows, and functional documentation in agile sprints.

### Sr. UX/UI Designer · Etermax (X3M) / 2022 · 2023

- ↳ Proposed and implemented a UX/UI career path for the design team, driving practice maturation and team autonomy.

- ↳ Spearheaded DesignOps transformation: facilitated internal workshops and established collaborative design workflows.
- ↳ Owned UX design for a SaaS ad management platform, including full product migration to a new design tool and design system built from scratch.
- ↳ Validated designs with real users and iterated continuously in agile environments.

#### **Sr. UX/UI Designer** · Global Commerce Media / 2019 · 2023

- ↳ Owned UX/UI design across a portfolio of 100+ media assets reaching 6M+ monthly visitors and 75M+ consumers advised since 2018.
- ↳ Drove UX/UI redesign for e-commerce platforms and internal tools with focus on usability, accessibility, and user behavior metrics.
- ↳ Coordinated with bilingual, remote teams across time zones.

#### **Earlier career** · 2005 · 2012

- ↳ **Sr. UX/UI and 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**

- ↳ **Bachelor's Degree in Graphic Design** · Universidad de la Empresa (UDE), 2020
- ↳ **College of Architecture, Design and Urbanism** · Udelar · Architecture program, 5th year completed, 2006

#### **Certifications**

- ↳ **Diploma in Product Management** · UTN Buenos Aires (2025)
- ↳ **UX Strategy** · Edison (2023)
- ↳ **Design Thinking for Innovation** · University of Virginia (2022)
- ↳ **Project Management Professional Certificate** · Google (2022)
- ↳ **UX/UI Design** · Coderhouse (2021)
- ↳ **Brand Strategy** · ForoAlfa (2016)

#### **Teaching and Mentorship**

##### **Tenured Associate Professor** · College of Architecture, Design and Urbanism, Udelar / 2010 · **Present**

- ↳ Teaching in the Bachelor of Visual Communication Design with focus on UX strategy, brand systems, and strategic design. Responsible for course design, curriculum development, student evaluation, and faculty team coordination.
- ↳ Selected supervised projects: Identity system for Universidad de la República Central Services (2024), Brand identity for the 300th anniversary of Montevideo (2023), City brand for Rosario, Colonia (2021), Identity system for Udelar departments (2016).

#### **Skills**

- ↳ **UX Strategy and Research**: Discovery facilitation, user interviews, contextual inquiry, usability testing, tree testing, card sorting, synthesis, journey maps, UX architecture
- ↳ **Product Design**: End-to-end UX/UI, wireframing, prototyping, design systems, iterative design
- ↳ **Product and Process**: User stories, functional documentation, MVP definition, backlog prioritization
- ↳ **Leadership and Facilitation**: Team leadership, design team development, mentoring, workshop facilitation, stakeholder alignment, agile methodologies (Scrum, Kanban)
- ↳ **AI and Emerging Tools**: Vibe Coding, Figma Make, Lovable, Bolt, ChatGPT, Claude, Gemini, Midjourney, Adobe Firefly
- ↳ **Design and Collaboration Tools**: Figma, Miro, Notion, Jira, Confluence, Adobe CC, Google Workspace
- ↳ **Languages**: Spanish (native) · English (B2+)