GUSTAVO **PEREIRA**



UX Designer

UX/UI Design · Product Design · UX Strategy

Buenos Aires, Argentina guspereira11@gmail.com LinkedIn guspe.com

PROFESSIONAL SUMMARY

UX Designer with 11+ years of experience designing complex digital products at Mercado Libre across e-commerce, post-purchase journeys, and customer service tools. Experienced in leading UX initiatives, collaborating across teams, and shaping priorities through discovery and end-to-end design.

EDUCATION

Universidad de Palermo

Graphic Design

2005 - June 2011

Design, advertising, corporate identity, and web design.

SKILLS

Product Design
UX Strategy
UX Research & Discovery
Cross-functional Collaboration
Stakeholder Alignment
Interaction Design
Prototyping
User Testing
User Flows
Information Architecture

TOOLS

Adobe Photoshop
Adobe Illustrator
Figma · Miro
Claude · Gemini · ChatGPT
Jira · Trello

LANGUAGES

Spanish · Native
English · Advanced
Portuguese · Basic

PROFESSIONAL EXPERIENCE

Mercado Libre

February 2015 - June 2026

Senior UX Design Analyst
September 2020 - June 2026

- Spent approximately seven years designing claims, returns, and refunds experiences. Helped build core post-purchase flows and later became a cross-functional UX point of contact, connecting initiatives across teams.
- Led UX initiatives for performance metrics and case management in CX-One, aligning Product, Engineering, and Operations on priorities, relevant information, and technical feasibility.
- Supported the partial rollout of these modules before my departure. The improvements reduced reliance on external tools and increased trust in the platform through more reliable information.
- Coordinated and participated in workshops, discovery, proofs of concept, and user testing. Worked in a Product-Engineering-UX trio and with Product Leads, Tech Leads, and managers on priorities, scope, and solutions based on user and business needs.
- Co-designed features and flows for an AI copilot for customer service representatives, including prototyping, user testing, and implementation support.

Mid-Level UX Design Analyst
September 2017 - August 2020

UX/UI Designer
February 2015 - August 2017

BVision

August 2010 - February 2015

Mid-Level Web Designer
October 2012 - February 2015

Junior Multimedia Designer
August 2010 - October 2012

HSBC Bank Argentina

February - July 2010

Web Design Intern

Laboratorio Elea

August 2008 - January 2009

Packaging Design Intern