

UX RESEARCH  
 UI DESIGN  
 WIREFRAMING  
 PROTOTYPES  
 WEB DEVELOPMENT

COVER | RESUME 2024

# Julio Nicolás Santarelli

Sr. UX Design lead

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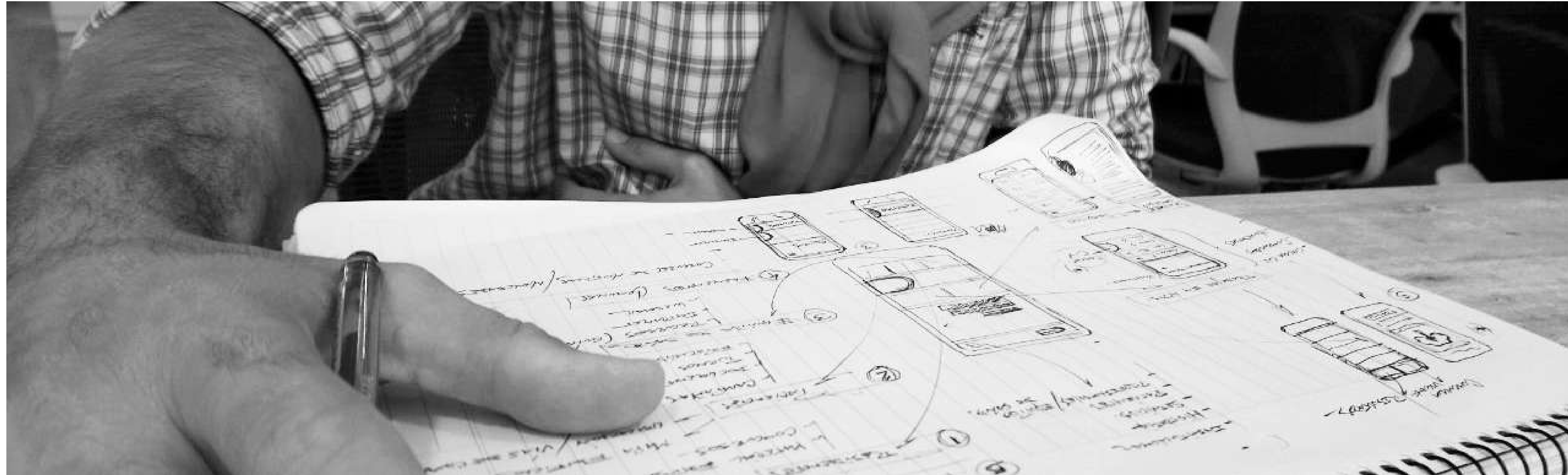
Contar con Datos 2023

Contar con Datos 2022

San Juan's Bicentennial Theater

## WORKSHOP & TALKS

Agile UI design workshop



**Other interests**

- Architecture
  - Tennis
  - Italy
- Industrial design
  - Carpentry

RESUME | ROLE

# Responsibilities and skillset

My role involves designing, prototyping and developing digital products by exploring tools, addressing accessibility and responsiveness aspects, and set design guidelines and recommendations for stakeholders. My daily tasks are:

**HARD SKILLS**

- Create prototypes using Figma, Axure, Power BI among others.
- Build working UI components through HTML/CSS and JavaScript.
- Define and document UI/UX guidelines and technical recommendations.

**SOFT SKILLS**

- Shape usability tests and UX discovery approaches and methods.
- Collaborate with engineers, PMs, and users through incremental iterations.
- Provide UX and technical support to legacy and net-new projects.

RESUME | JOBS & WORK

# Julio Nicolás Santarelli



**Date of birth**  
December 6th, 1984

**Citizenship**  
Argentine / Italian

**Identity number**  
31359294

**Sons**  
3

## Experience

**HEALTHCARE DASHBOARD DESIGN**

**Concentrix**

Wireframing, prototyping, UI design, accessibility

Design consulting services for diverse industries such as healthcare, relocation services, e-commerce, and non-profit organizations. UX research + UI design + data visualization + guidelines documentation.

**DESIGN + PROTOTYPING**

**Mercado Libre**

Wireframes and clickable prototypes for the internal employee portal, Job Offer and back-office systems.

**RESEARCH + DESIGN + PROTOTYPING**

**NEI**

UX Discovery, research, and UI Design for internal clients portal redesign.

**RESEARCH + DASHBOARDS DESIGN + PROTOTYPING**

**symplr**

UX research, UI design, prototyping, and guidelines for dashboard and reporting projects.

**HEALTH RECORDS SYSTEM + MOBILE APP**

**ANDES**

Wireframing, design and HTML, CSS, AngularJS layouting

Multiple apps design and development to easily manage patients health data records, build using an in-house [UI library named PLEX](#).

## Activities

**WORKSHOP**

**Figma workshop**

Activity for symplr's design team, sharing knowledge and insights on [Figma collaborative handoff files](#).

**CONFERENCE**

**Snomed Conf 2020**

As member of an interdisciplinary team, we showcased a healthcare terms navigator based on Snomed.

**WORKSHOP**

**Agile UI design**

Speaker and activity facilitator for college students during the CAIS 2019 healthcare conference.

**UFLO TALK**

**Designer role in IT**

Talk given to advanced UX/UI design students sharing thoughts about onboarding the IT field.

## Education

**LA PLATA NATIONAL UNIVERSITY** COMPLETED

**Visual Communiation**

**Final project:** Environments graphics in outdoor facilities

[View degree](#) / [Explore project](#)

**CODERHOUSE** COMPLETED

**JavaScript**

**Final project:** Drug prescription system.

[View certificate](#) / [Navigate prototype](#)

**UDEMY** COMPLETED

**Three.js and TypeScript**

[View certificate](#)

**PROFILE | METHODOLOGY** COMPLETED

**Guide to AR with Unity**

[View certificate](#)

**CODERHOUSE** COMPLETED

**Web development**

**Final project:** Interactive location plan.

[View certificate](#) / [Navigate prototype](#)

## Languages

**'ESTACION LIMAY' HIGH SCHOOL** COMPLETED

**English pre-first certificate level**

B2 Level - Upper Intermediate

2002

[SmallTalk2Me 2024 Certificate](#)

EXPERIENCE

# Work

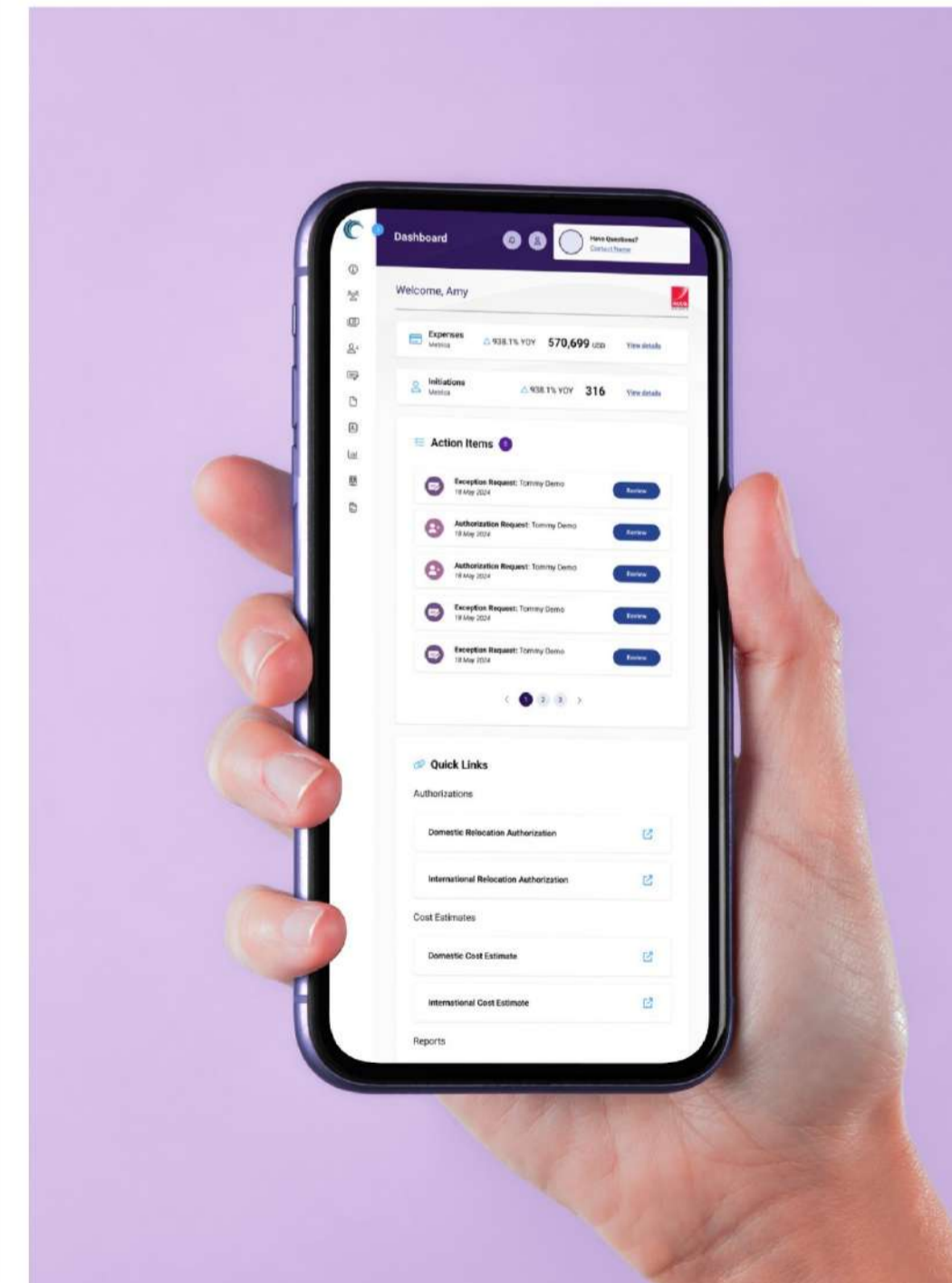
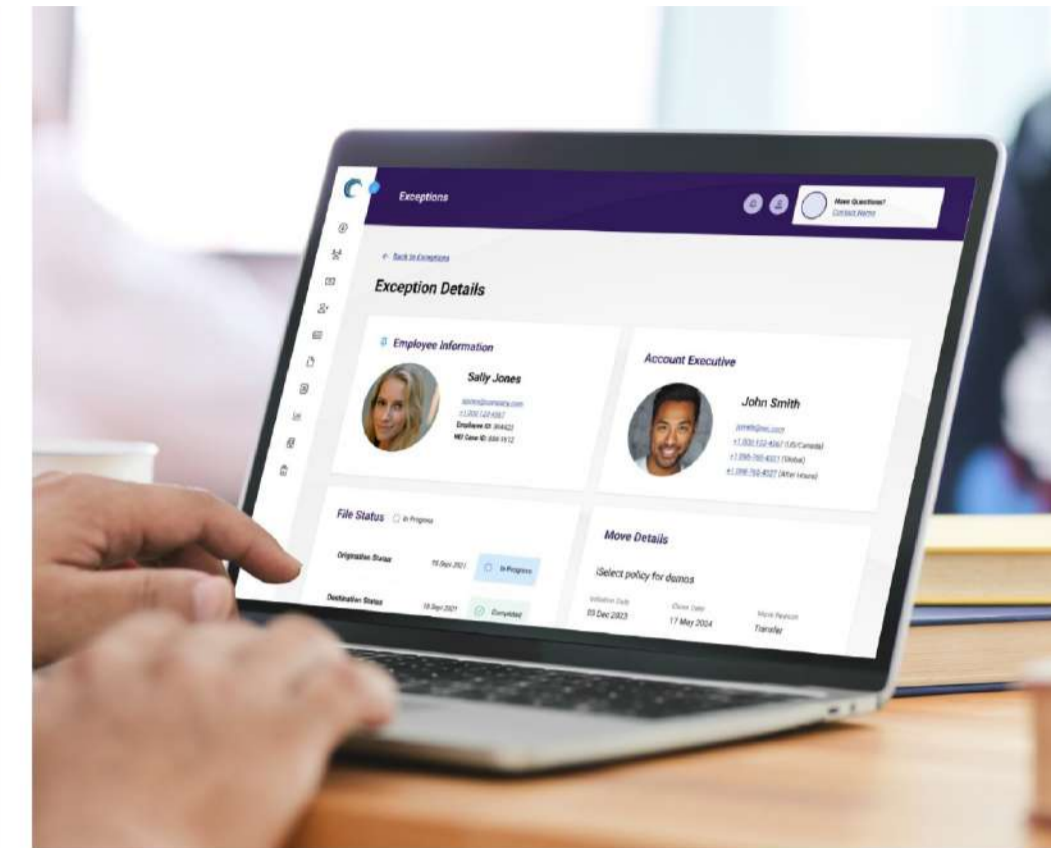
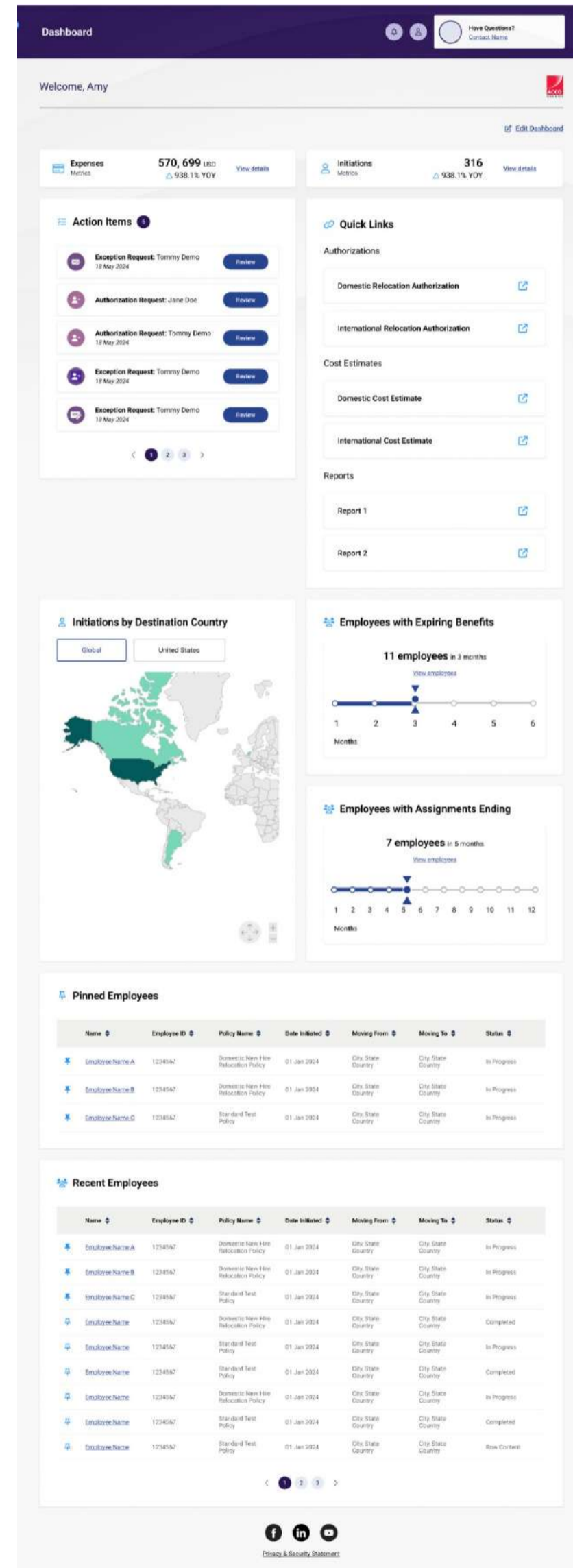
Selection of projects designed and implemented for companies and institutions.

FIGMA + TELERIK / KENDO

# NEI

## Global Relocations

The corporate relocation specialist, required UX consultancy and UI design services to extend its new design system across various products. This led to a comprehensive redesign process for their Company Portal Platform.



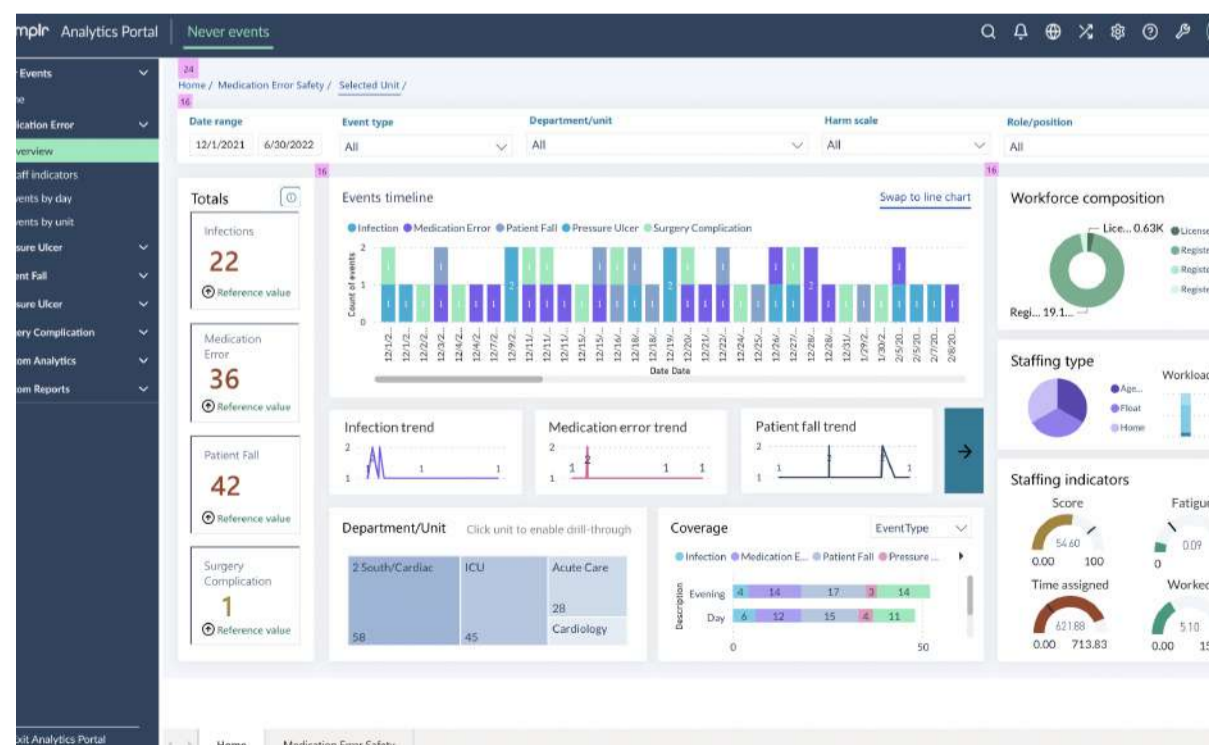
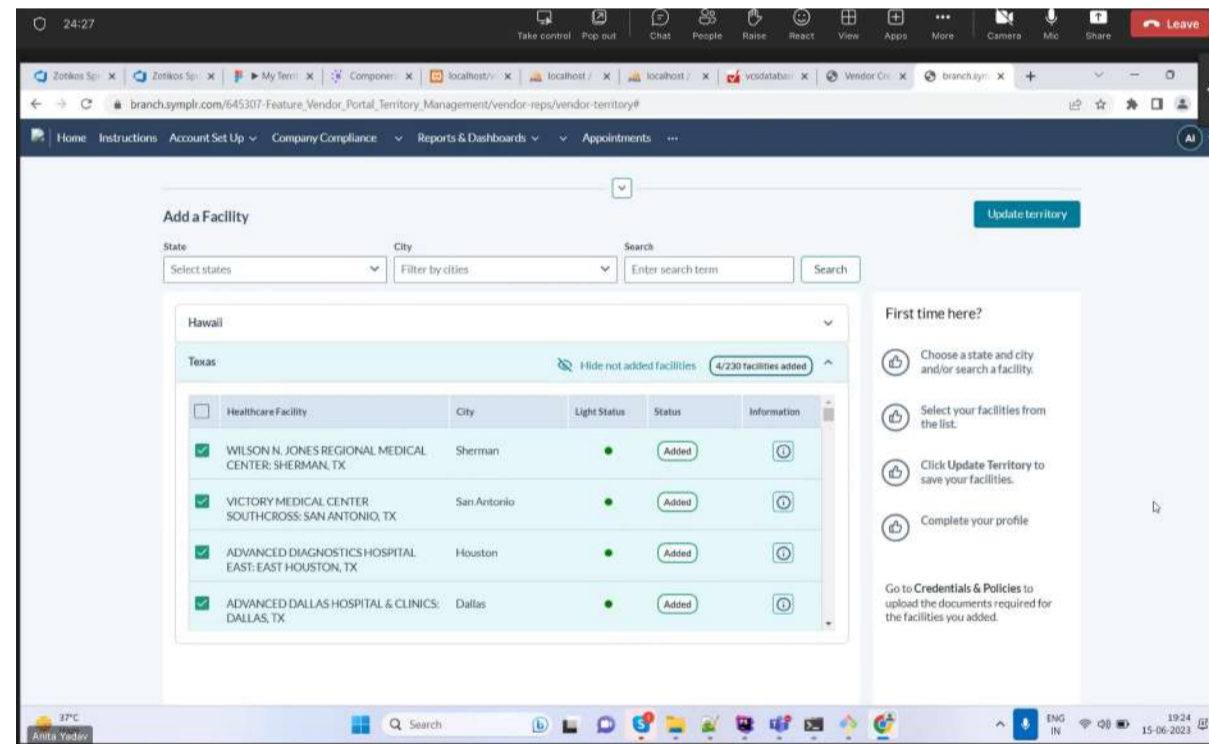
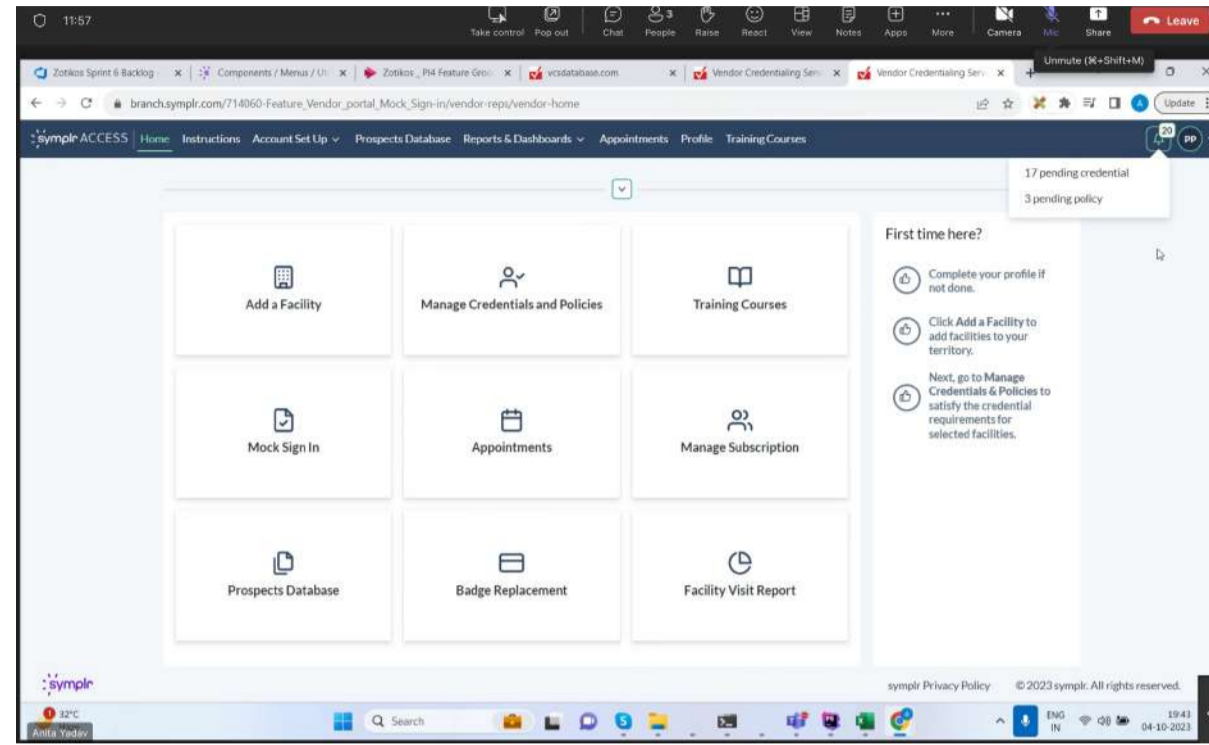
Year  
2024

Industry  
Corporate relocation

Requirement  
UI redesign,  
wireframes,  
prototypes

Tools/Technologies  
Figma  
Kendo/Telerik

Location  
Omaha, Nebraska



### Navigation

#### Section contents

- Breadcrumbs
- Drill-through

#### Breadcrumbs

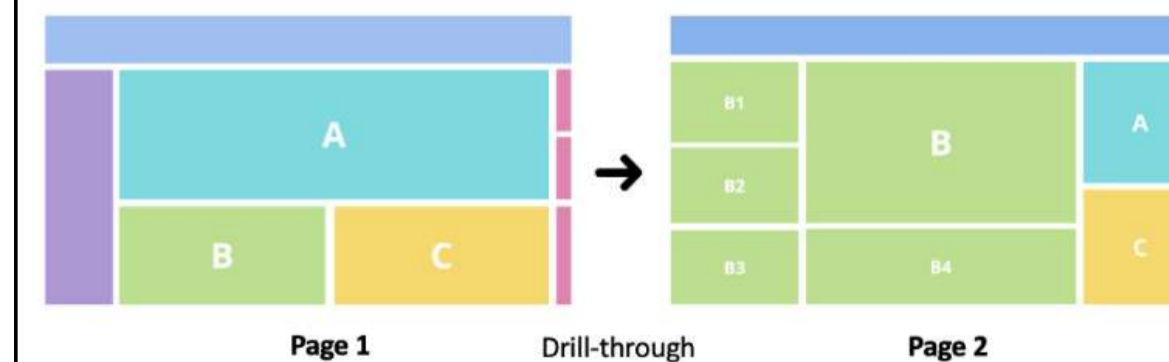
Replace tabs with page titles and implement [breadcrumbs](#) using a page navigator native component.



#### Drill-through

It's an ideal option for linking general views with detail pages. Ensure to pass along important information from parent page, including key measures that keep data context.

**E.g.:** Overview page has "top drugs involved" section. When drilling down to a specific unit, "top drugs involved" info should reflect that unit only.



#### Interaction consistency

Be mindful that users may expect same interactions on every chart, if one visual allows drilling-through, all of them should.

### FIGMA + POWER BI

# symplr

symplr provides an enterprise healthcare software that optimizes and improves efficiency of healthcare operations.

### sAccess

Comprehensive Access Management system to reduce risk, ensuring safety for all healthcare organizations via a single credentialing source, covering diverse user's access authorization needs.

### Analytics (Power BI)

Cross-product module that consumes information from all symplr's application and displays them graphically, it provides the ability to generate reports so that managers can make accurate decisions.



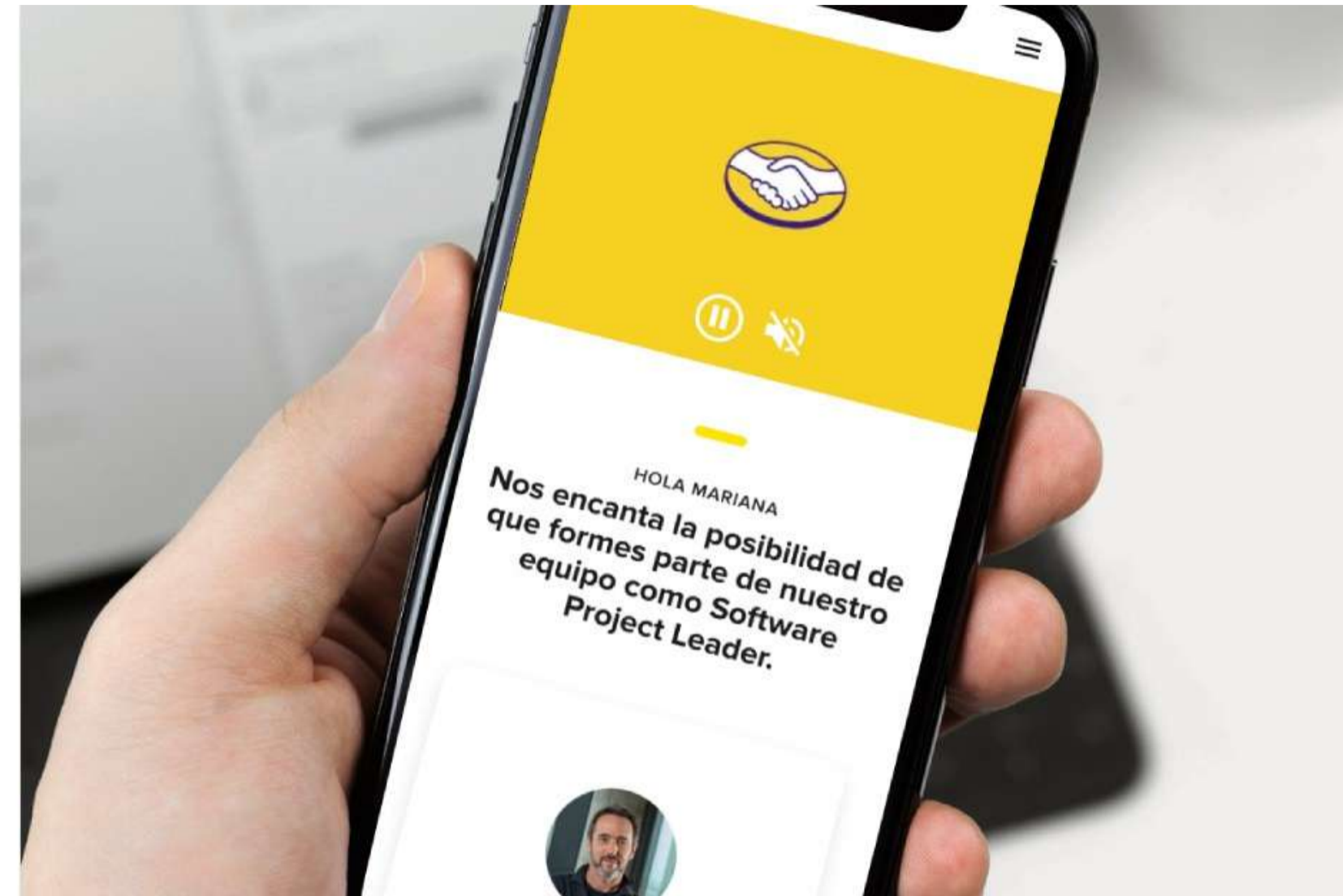
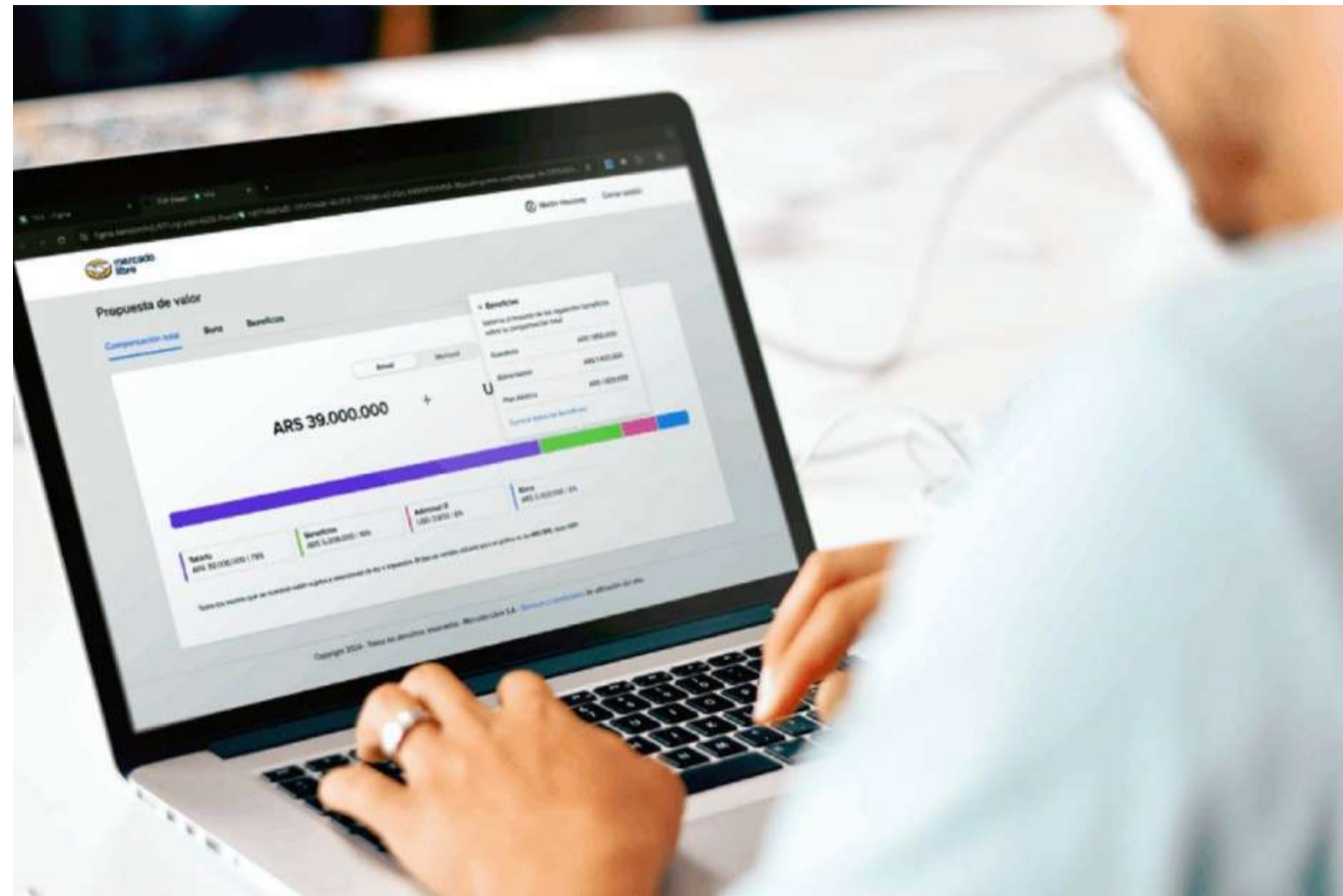
**Year**  
2021/2023

**Industry**  
Healthcare

**Requirement**  
Dashboard design, guidelines and technical assessment.  
UI Design, styling design adoption and implementation follow up.

**Tools/Technologies**  
Power BI  
Deneb (Vega script)  
Figma  
Axure RP

**Location**  
Houston, Texas



ANDES UI + SAP UI-5

# Mercado Libre

## e-commerce

The leading e-commerce company in LATAM required UI/UX services to adopt ANDES UI into their internal platforms, including employees portal, candidates landing pages, and their back-office management systems.

High fidelity mockups and clickable prototypes were created to validate workflows and design approach with stakeholders and engineering team.



Year  
2024

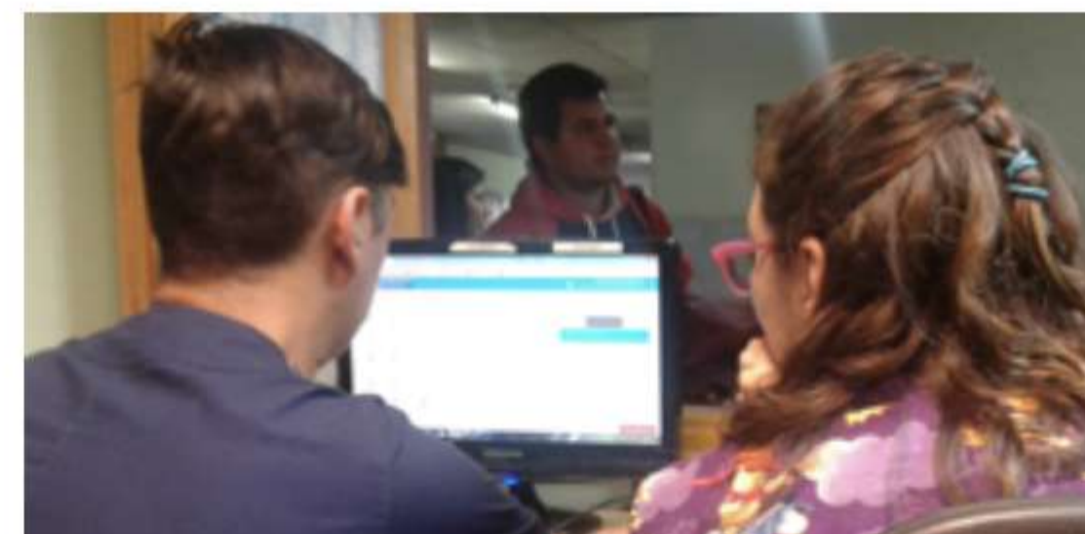
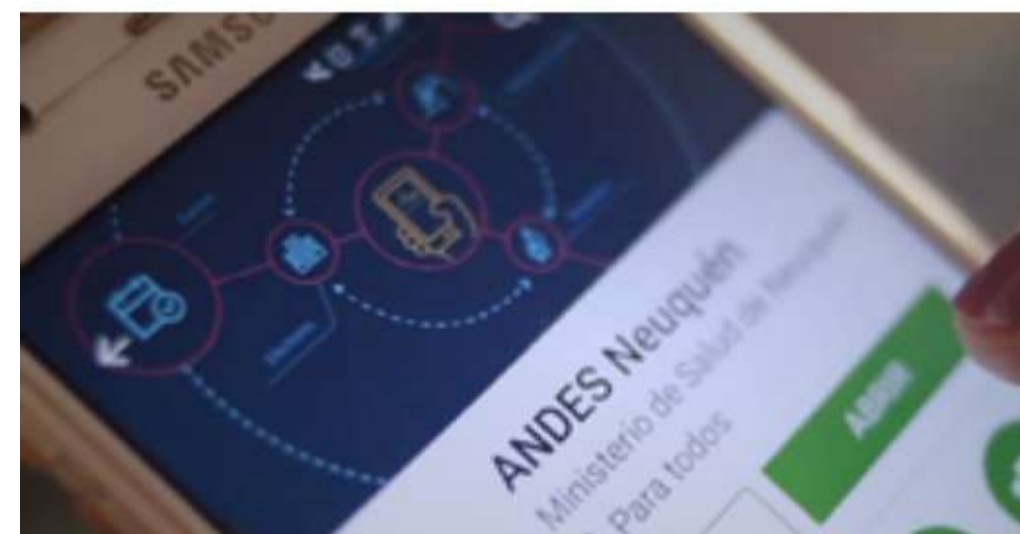
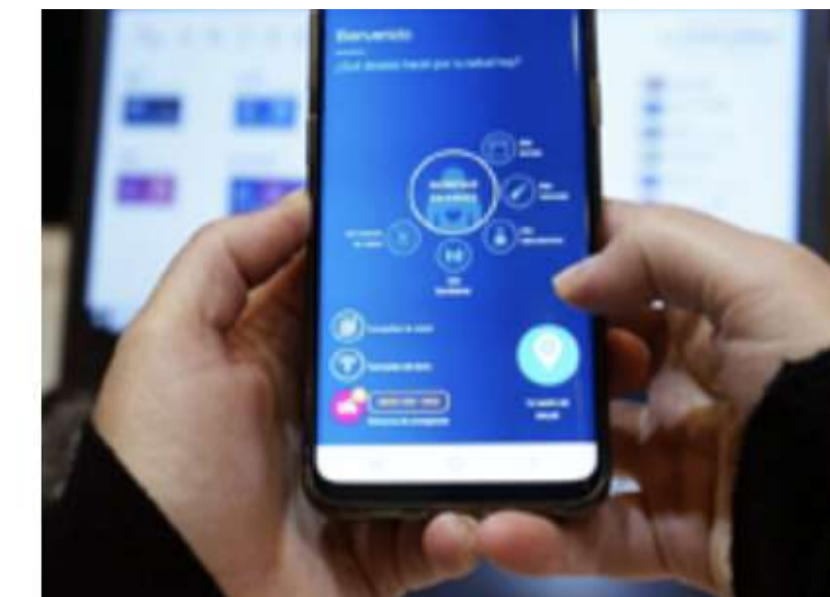
Industry  
e-commerce

Requirement  
UI Design,  
wireframes,  
prototypes.

Tools/Technologies  
ANDES UI  
SAP UI-5  
Figma

Location  
Buenos Aires,  
Bs. As.





HTML + CSS + IONIC

# ANDES

## Set of healthcare apps

In order to provide patients, practitioners, and manager, the ability to register, organize, and view health data records, the government requested the design and development of a standalone app to easily manage patients information, from registration to appointments scheduling and medical equipment management.



**Year**  
2016/2021

**Industry**  
Public healthcare system

**Requirement**  
UI Design and development

**Tools/Technologies**  
HTML  
CSS  
AngularJS  
Ionic

**Location**  
Neuquén Capital,  
Neuquén

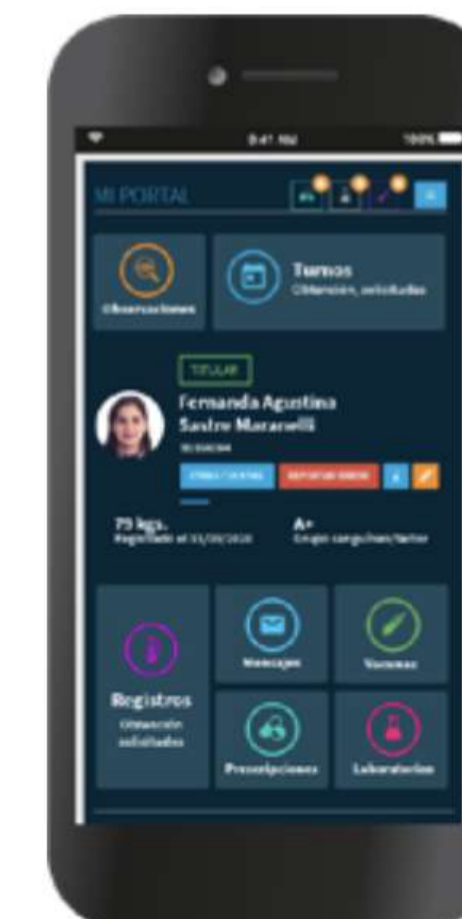
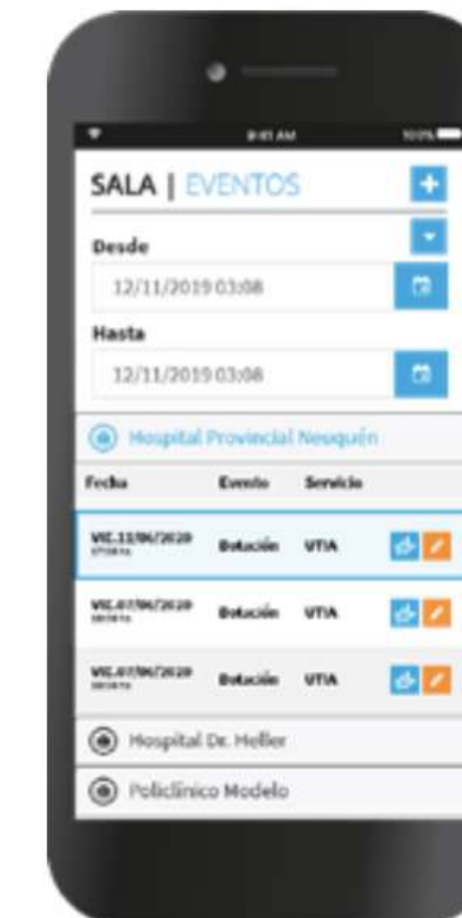
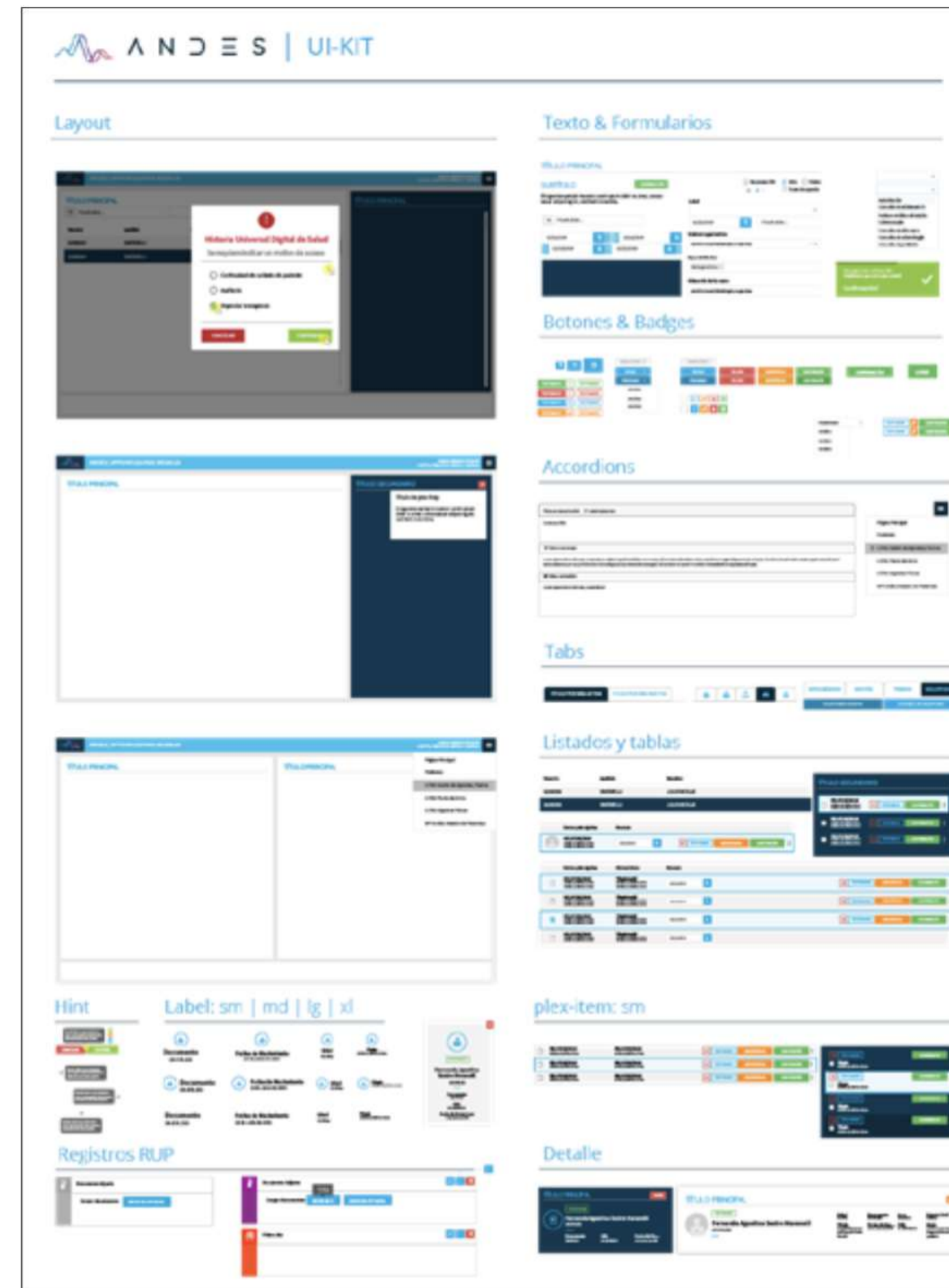
DESIGN, HTML/CSS + ANGULARJS

# PLEX

## UI library for healthcare apps

The UI components set was meant to streamline the development process for multiple responsive and accessible government healthcare apps.

It was created following Atomic design principles, addressing aspects such as scalability and maintenance, from smaller blocks up to entire templates.



**Year**  
2016/2021

**Industry**  
Public healthcare system

**Requirement**  
UI Design and development

**Tools/Technologies**  
HTML  
CSS  
AngularJS

**Location**  
Neuquén Capital,  
Neuquén

HTML + CSS + JS

# Aberturas de aluminio S.A

This aluminum frames builder, leader the its industry, needed a brand new website. Based on designs provided, an entire set of working UI components was built using HTML, CSS and JavaScript, before delivering the entire website template to the client.

aberturas.com.ar Aberturas de aluminio



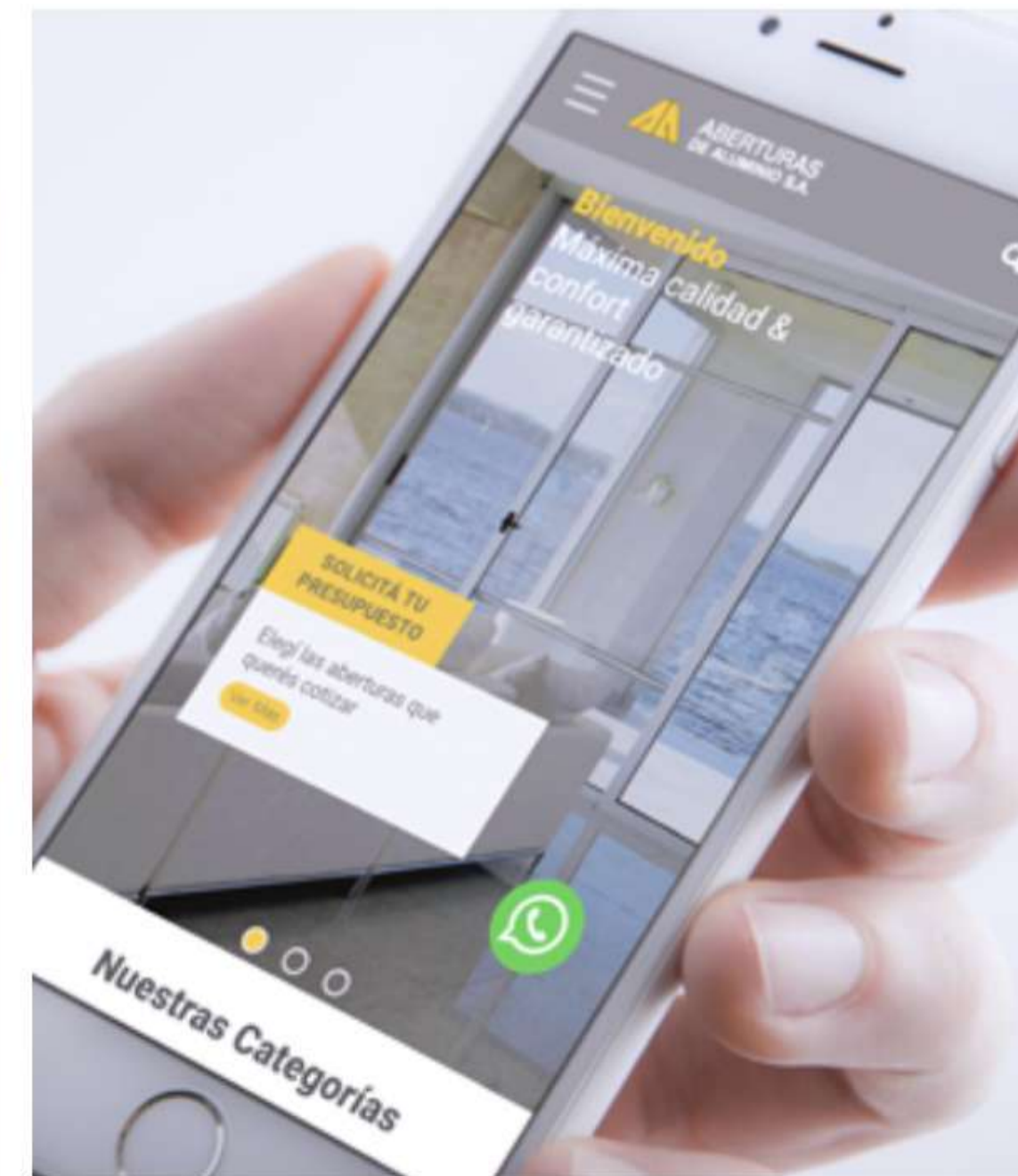
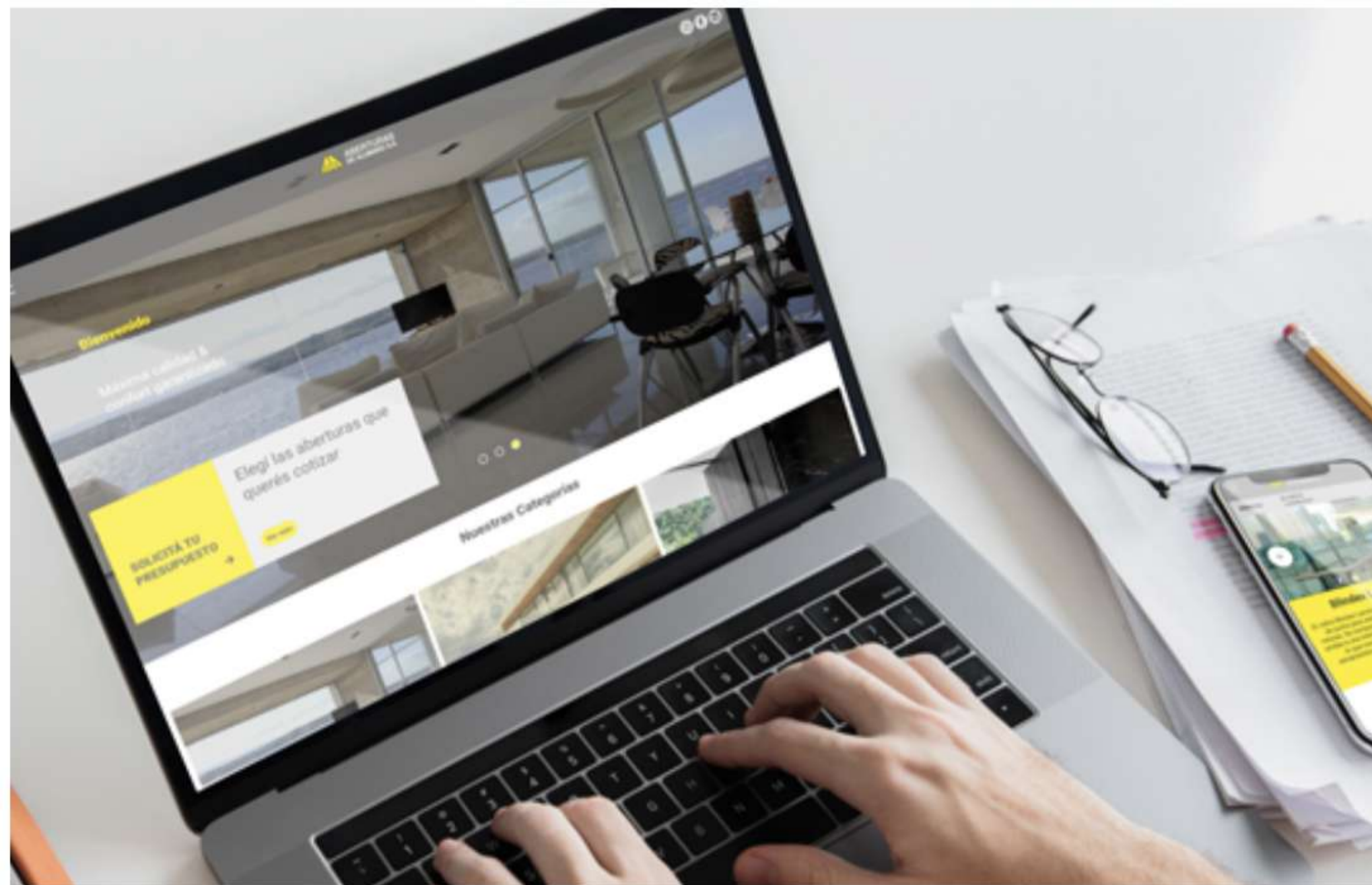
Year  
2020

Industry  
Frame manufacturer

Requirement  
Web development

Tools/Technologies  
HTML  
CSS  
JS

Location  
Cipolletti, Río Negro

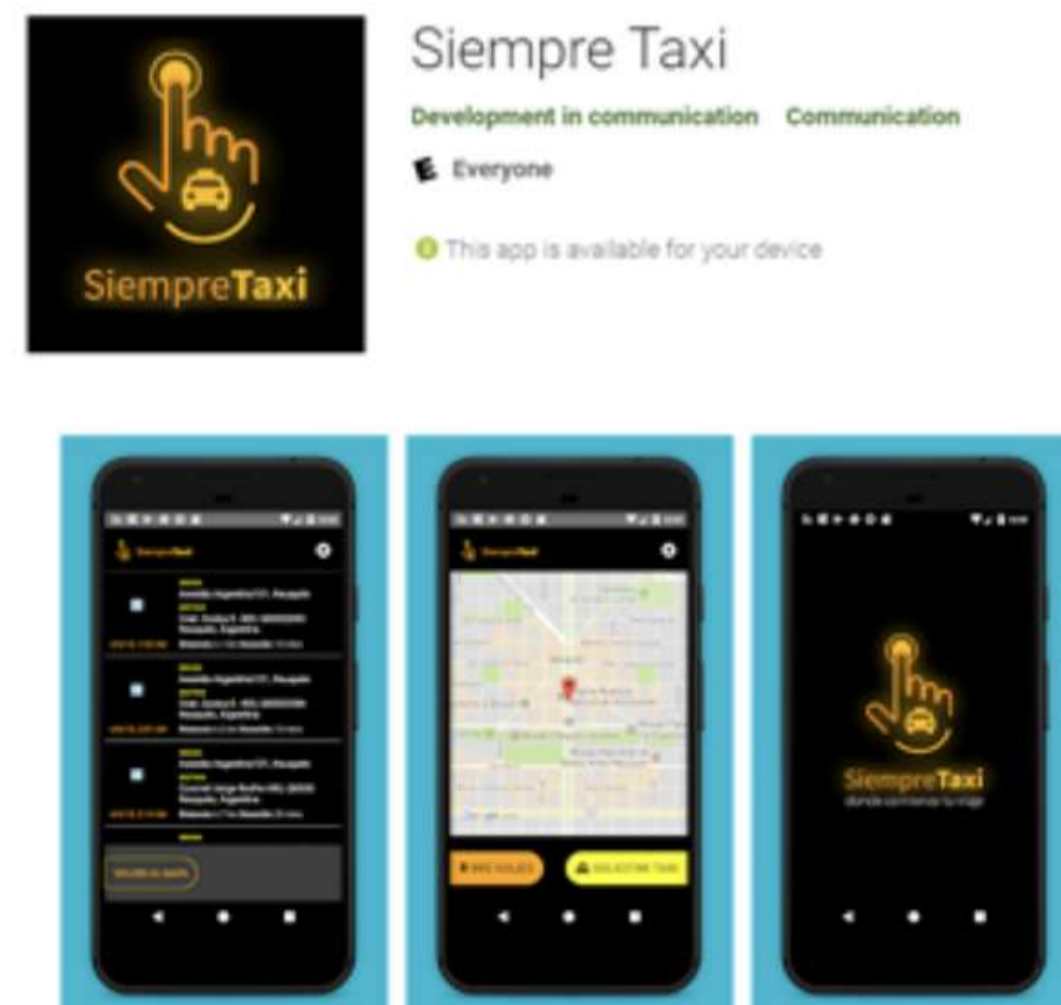
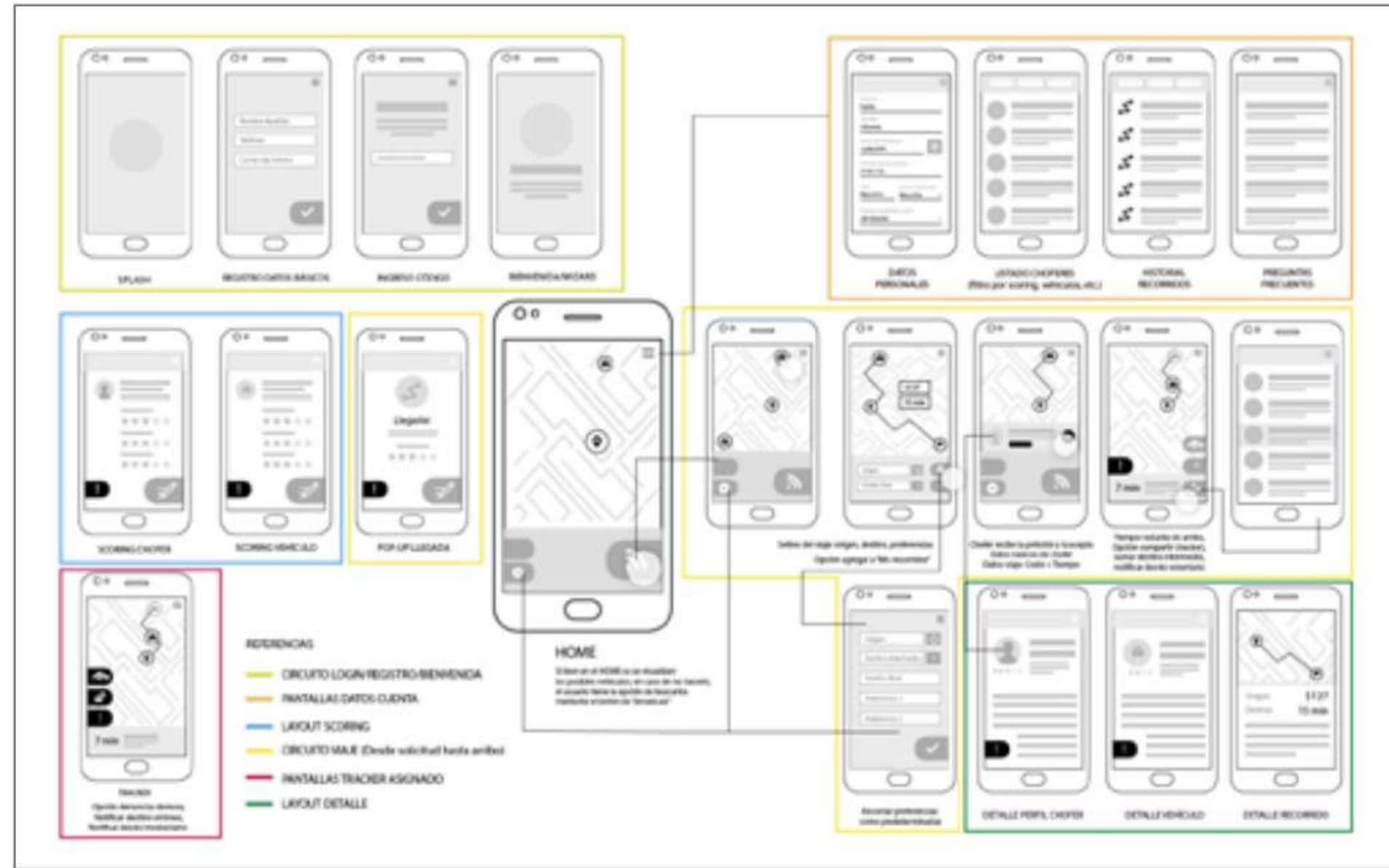


DESIGN + PROTOTYPING + HTML/CSS FRONTEND

# Siempre Taxi

## Cabs app

Following transportation innovation trends, this startup required the design, prototyping and front-end development for its cabs travel app. An easy and safety way to take people from one place to another.



Year  
2018

Industry  
Transporte público

Requirement  
UI Design,  
Wireframing,  
Prototyping,  
HTML/CSS layouting

Tools/Technologies  
Adobe Illustrator  
Adobe XD  
HTML/CSS  
NativeScript  
AngularJS  
Android Studio

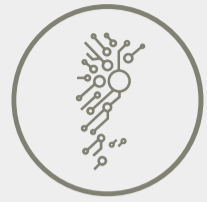
Location  
CABA, Buenos Aires

BRANDING + WEB DESIGN

# CAIS 2019/20

## National e-health meeting

Since 2010, CAIS has been a recognized event to showcase innovation and share experiences on digital healthcare national initiatives. For this edition, the organizer committee requested a re-branding, website redesign and printed work.



**Year**  
2019/2020

**Industry**  
Healthcare software  
conference

**Requirement**  
Branding,  
Print design,  
Web design and  
development

**Tools/Technologies**  
HTML, CSS,  
Drupal,  
Adobe Illustrator

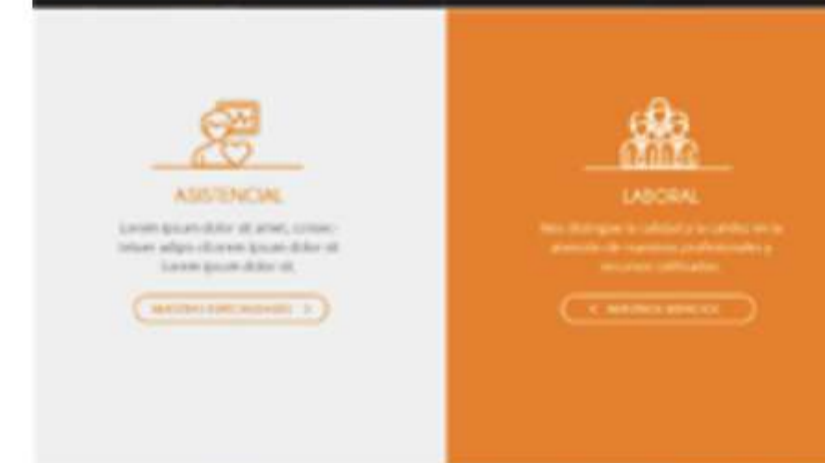
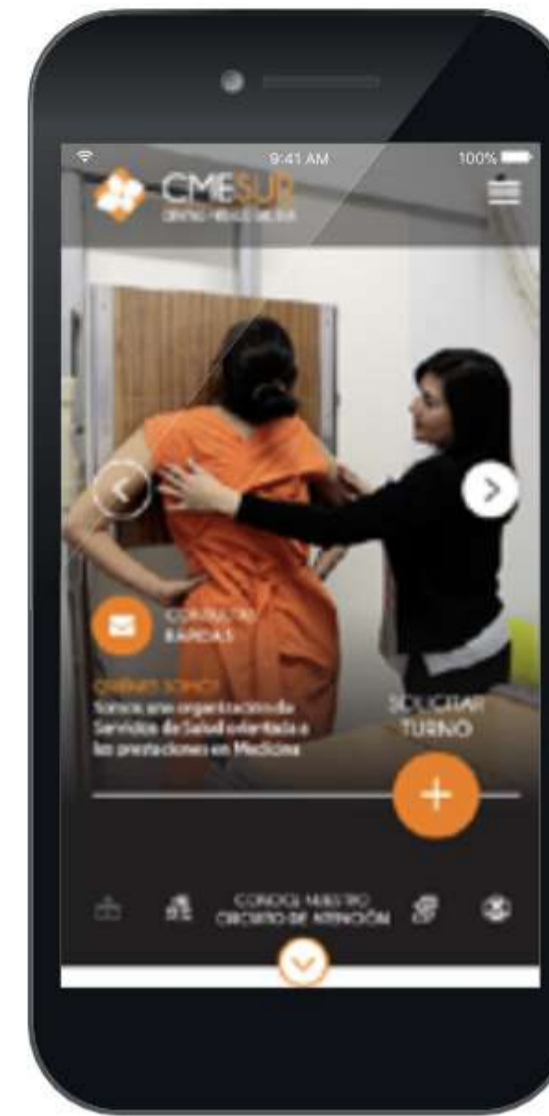
**Location**  
Salta, Argentina

DESIGN + PROTOTYPING

# CME Sur

## Workforce medical clinic

This specialized medical center, required a brand new website to handle appointments and manage workforce information. Responsiveness and accessibility were two main pillars requested by the client.



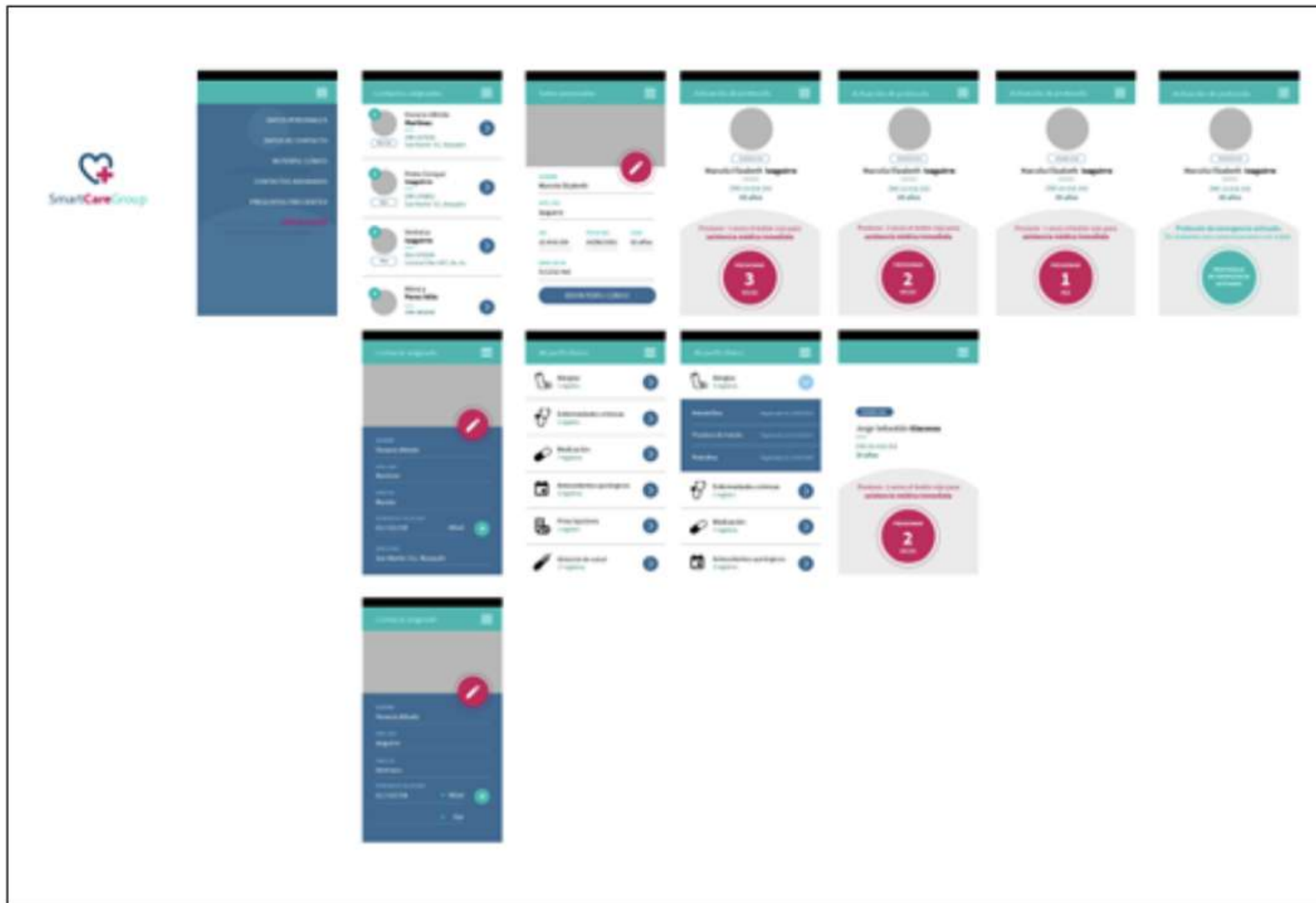
Year  
2020

Industry  
Healthcare

Requirement  
Web design,  
Prototyping

Tools/Technologies  
Adobe Illustrator  
Figma

Location  
Neuquén Capital,  
Neuquén



DESIGN + PROTOTYPING + HTML/CSS FRONTEND

# SmartCare

The health company requested the design, prototyping and development of an app to notify medical emergencies. The NativeScript framework was used to facilitate compatibility between operating systems.



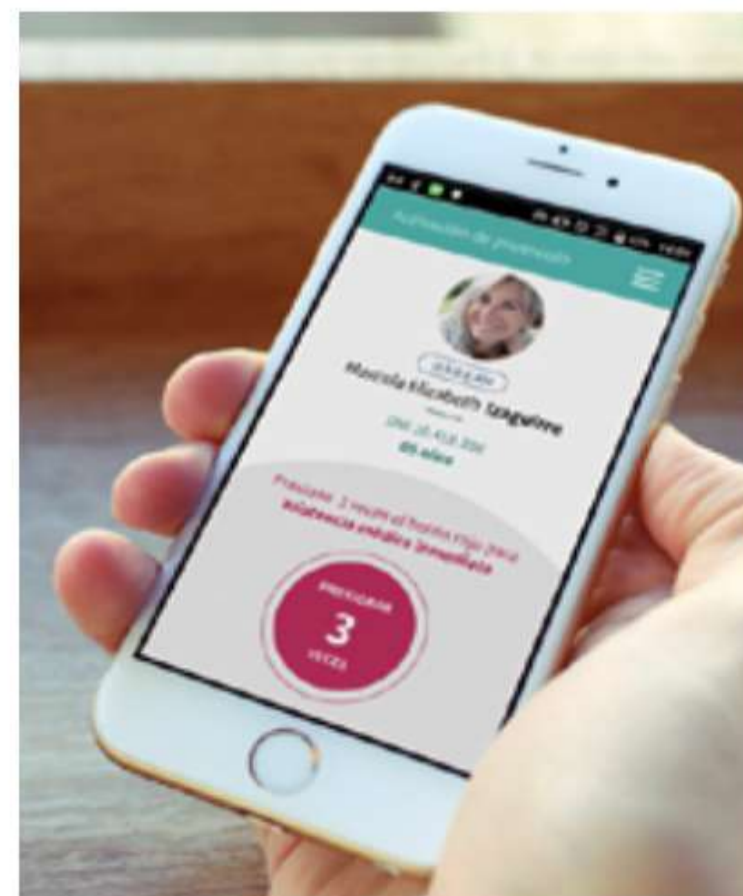
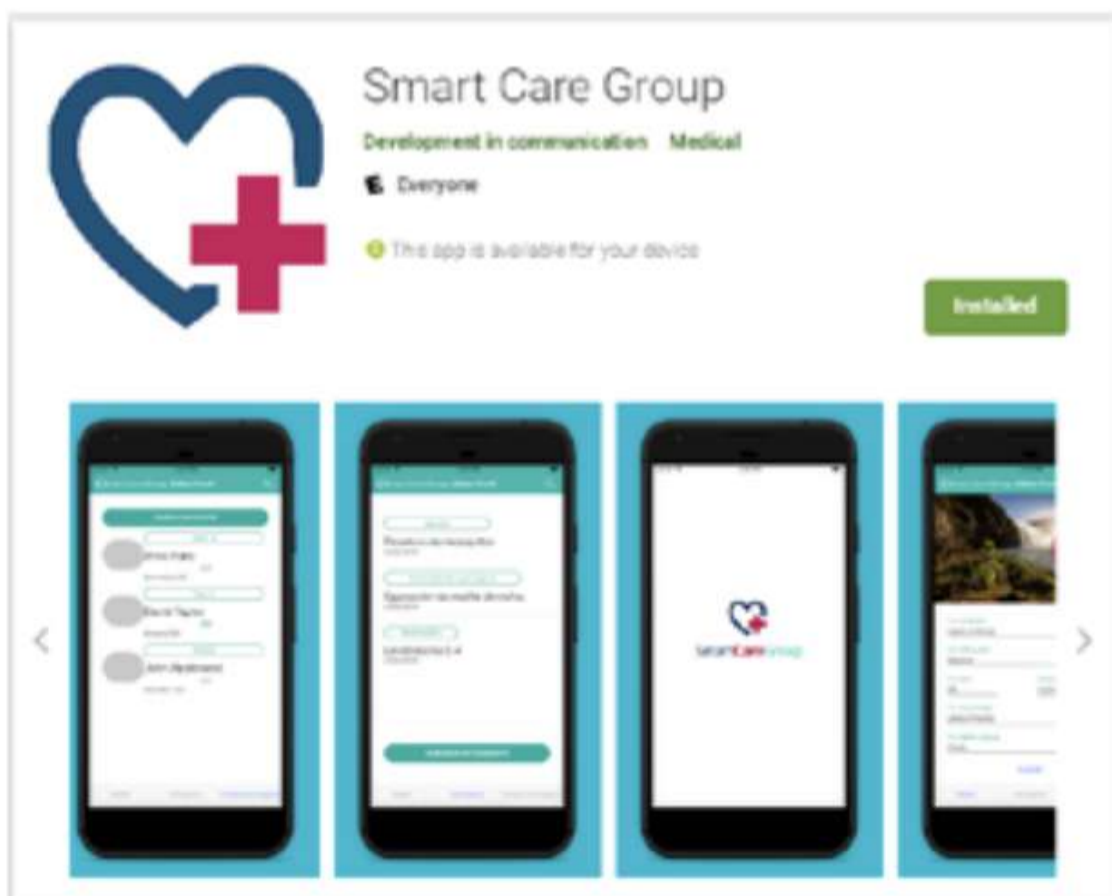
Year  
2018

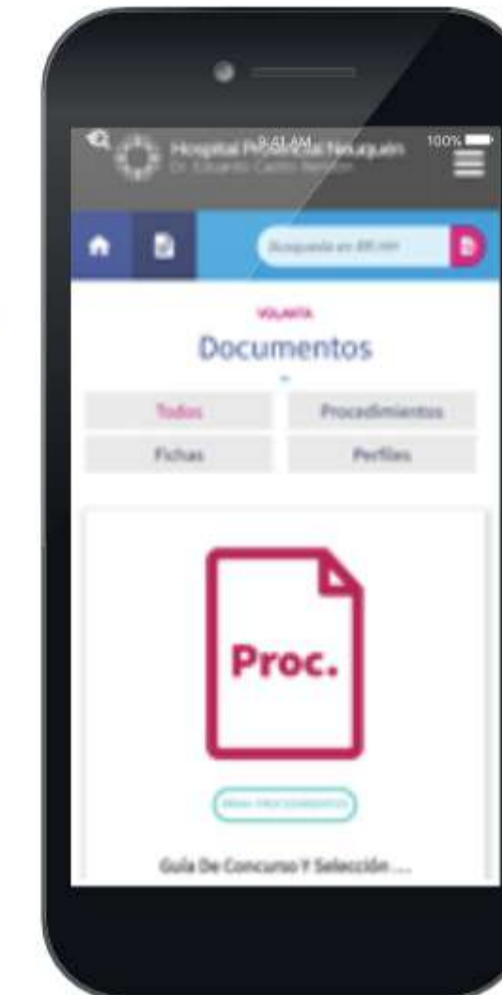
Industry  
Healthcare

Requirement  
UI Design,  
Prototyping,  
HTML/CSS layouting

Tools/Technologies  
Adobe Illustrator,  
Adobe XD  
HTML/CSS  
NativeScript  
AngularJS  
Android Studio

Location  
CABA, Buenos Aires





DIGITAL + PRINT + SIGNAGE DESIGN

# Neuquen's Public Hospital

The redesign of the website and implementation of the HR section and the creation of a digital repository for clinical practice guidelines were proposed. Internal and external posters were also resolved in the central building and outbuildings, in addition to the editorial design and layout of the institutional magazine.



Year  
2017

Industry  
Public healthcare system

Requirement  
UI/UX Design,  
Layouting,  
Signage,  
Print design

Tools/Technologies  
HTML, CSS,  
Bootstrap,  
PHP,  
Wordpress

Location  
Neuquén Capital,  
Neuquén





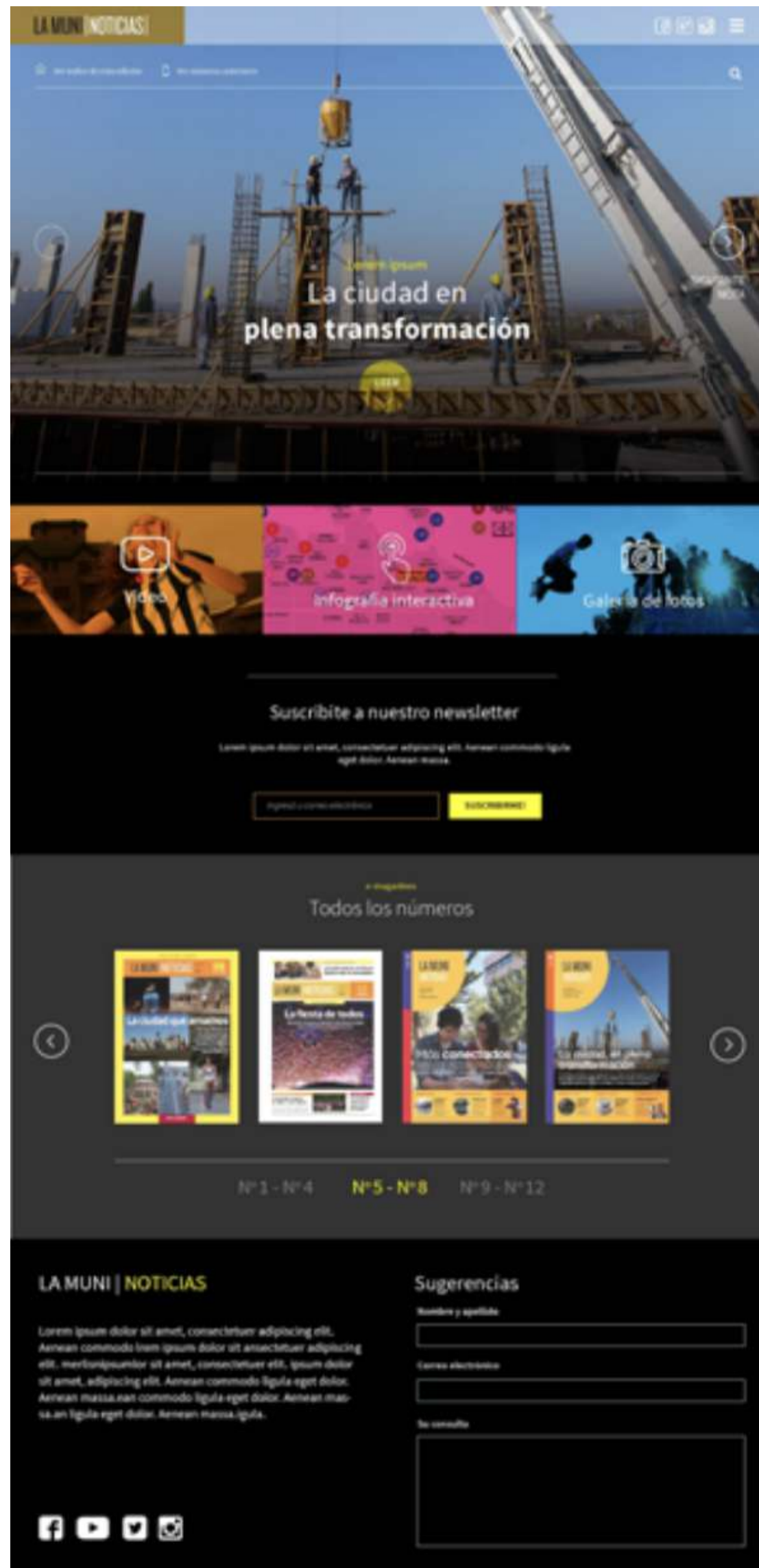
Year  
2016

Industry  
City government

Requirement  
Web design,  
Editorial design,  
Infographics

Tools/Technologies  
HTML, CSS,  
Bootstrap,  
Wordpress,  
Adobe Illustrator,  
Adobe Photoshop

Location  
Neuquén Capital,  
Neuquén



HTML/CSS FRONTEND + WORDPRESS

# City hall's magazine and website

Communication office had the need to communicate activities and initiatives taking place in the city through visually rich print and digital media.

DISEÑO WEB

## Carpintería Artesanal

Carpintería

Sitio web autogestionable  
Neuquén Capital, Neuquén  
2015



DISEÑO WEB

## Sendero Urbano

Inmobiliaria

Branding + Sitio web  
autogestionable  
Neuquén Capital, Neuquén  
2016



DISEÑO WEB

## Bacci Contadores Públicos

Estudio contable

Sitio web autogestionable  
Neuquén Capital, Neuquén  
2016

DISEÑO WEB

## Transac S.A

Rentacar

Sitio web autogestionable  
Neuquén Capital, Neuquén  
2015

DISEÑO WEB

## Solares del Sur

Inmobiliaria

Sitio web autogestionable  
Neuquén Capital, Neuquén  
2015

DISEÑO WEB

## La web sindical

Periódico digital

Sitio web autogestionable  
Neuquén Capital, Neuquén  
2016

DISEÑO WEB

## El Bloque

Organización Sindical

Branding + Sitio web  
autogestionable  
Neuquén Capital, Neuquén  
2016

DISEÑO WEB

## Zure | Restó

Restaurante - Catering

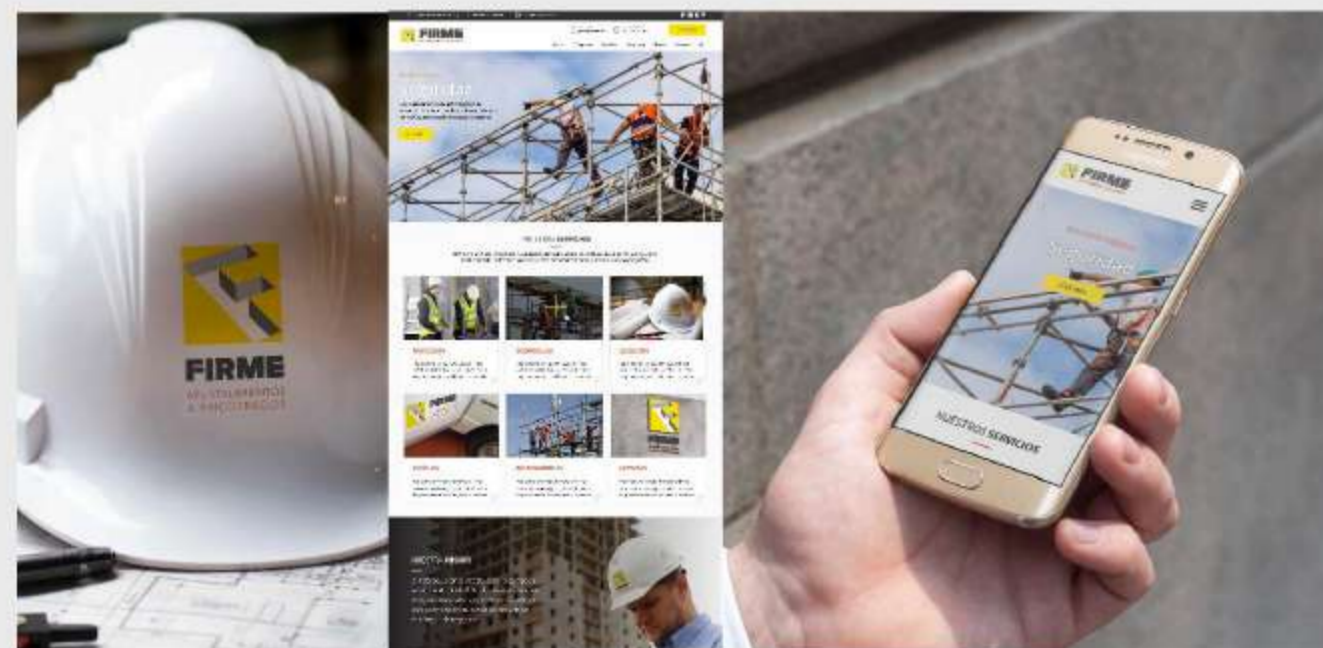
Sitio web autogestionable  
Cipolletti, Río Negro  
2016

DISEÑO WEB

## Firme

Constructora

Diseño de marca + aplicaciones básicas  
Neuquén Capital, Neuquén  
2018



DISEÑO EDITORIAL

## Municipalidad de Plottier

Entidad gubernamental

Diseño y diagramación  
Plottier, Neuquén  
2016

DISEÑO WEB

## Círculo de Kinesiólogos del Neuquén

Asociación de profesionales

SITIO WEB  
autogestionable  
Neuquén Capital,  
Neuquén  
2017



BRANDING

## CUCAI

Centro Unico Coordinador de  
Ablación e Implantes

Diseño de marca + aplicaciones  
básicas  
Neuquén Capital, Neuquén  
2019

DISEÑO WEB

## SITEC

Ingeniería eléctrica

Sitio web autogestionable  
Cipolletti, Río Negro  
2017



EXPERIENCE | WORKS

# Other works

A quick overview on diverse apps and websites developed for startups, institutions and companies.

EXPERIENCE

# Workshops & talks

Workshops and talks given at educational institutions and conferences.



### ACTIVITY

# Agile UI design workshop

On behalf of UI/UX team, a comprehensive workshop was given in Salta's National University, providing an innovative approach on agile UI design through 'Dual track' methodology and carrying out different design activities.



 Slides



**Year**  
2019

**Industry**  
Healthcare software  
conference

**Requirement**  
Workshop facilitation

**Tools/Technologies**  
Adobe XD,  
Printed design  
material

**Location**  
Salta, Argentina

EXPERIENCE

# Contests

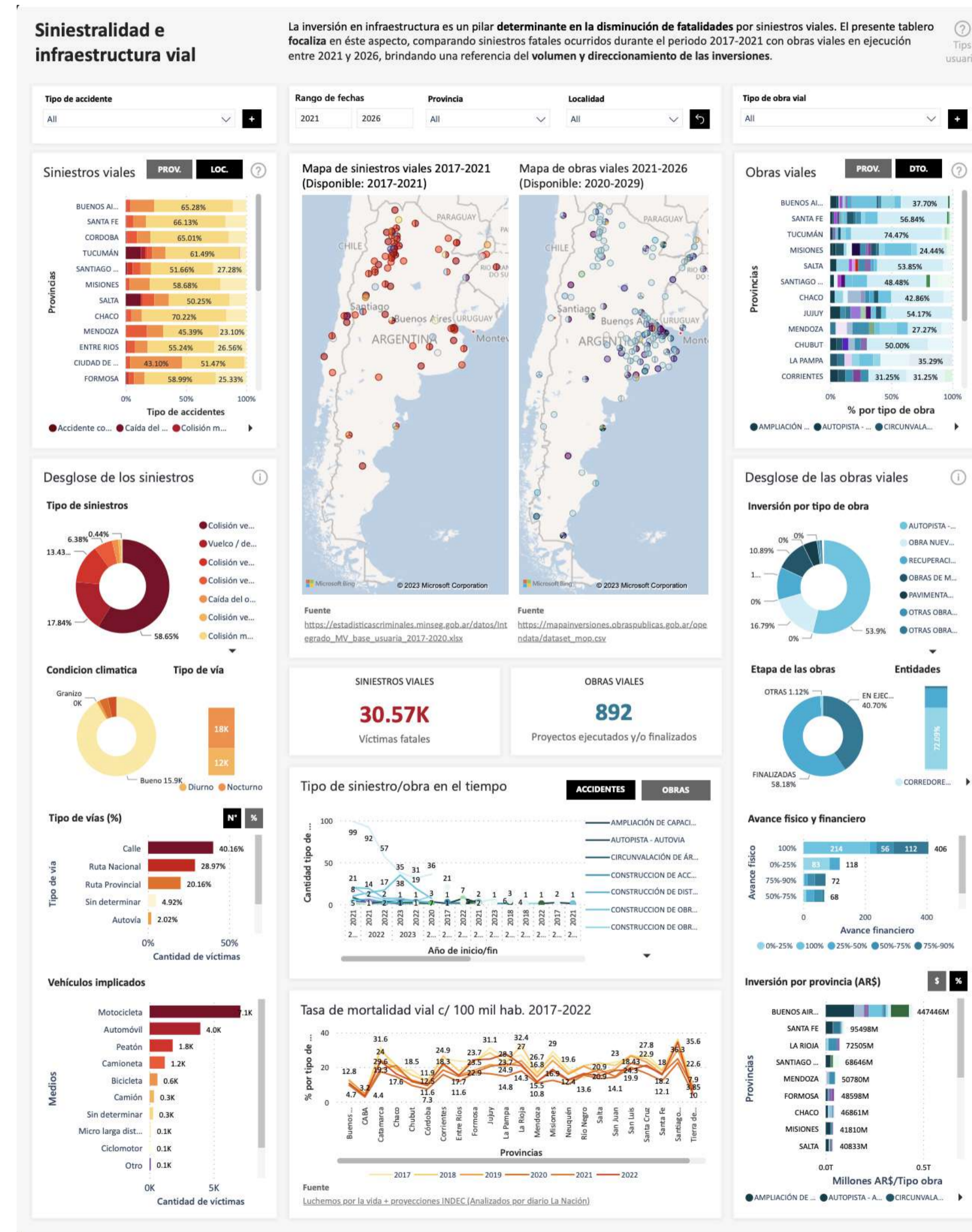
An effective way to measure aptitudes and skills through design competitions.

CONTEST

# Contar con Datos 2023

## Told in numbers 2023

The relationship between the high road accidents death rate and road infrastructure investments, is the main topic for this interactive dashboard submitted for the National data-visualization contest.



Year 2023

Industry National data-visualization contest

Requirement Interactive dashboard

Tools/Technologies Power BI, JSON datasets

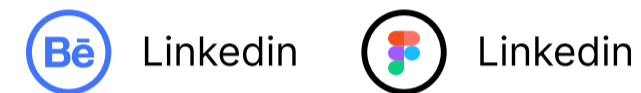
Location CABA, Buenos Aires

CONTEST

# Contar con Datos 2022

## Told in numbers 2022

The proposal submitted for this national data-visualization contest, resolves around the relationship between Argentina's internal migrations and diverse quality-life indicators, depicted through a radar type visual.



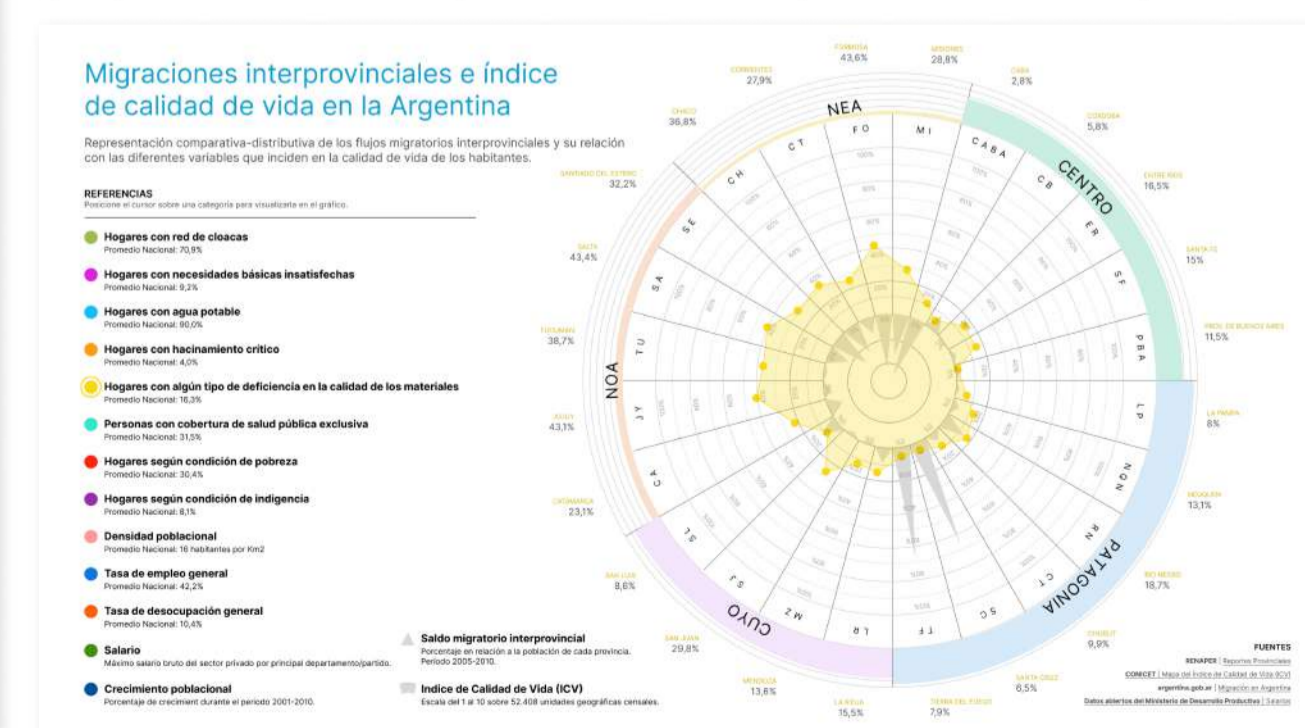
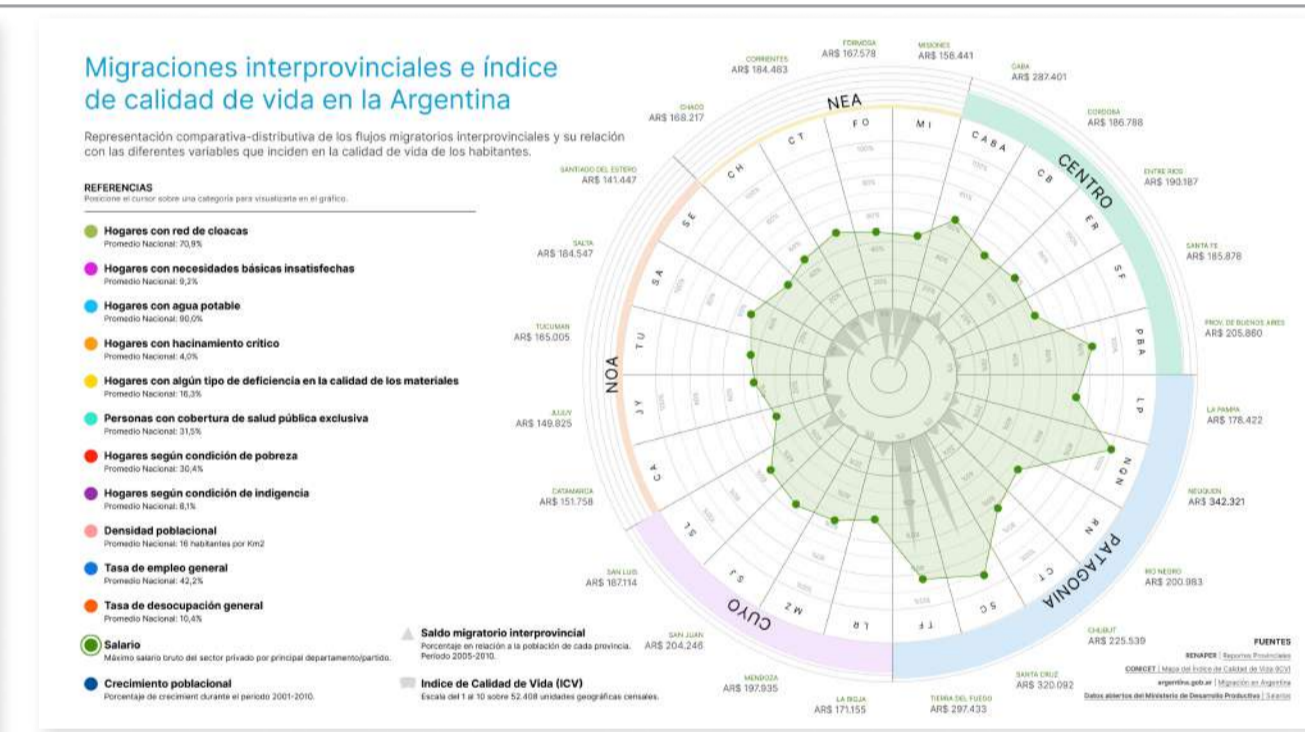
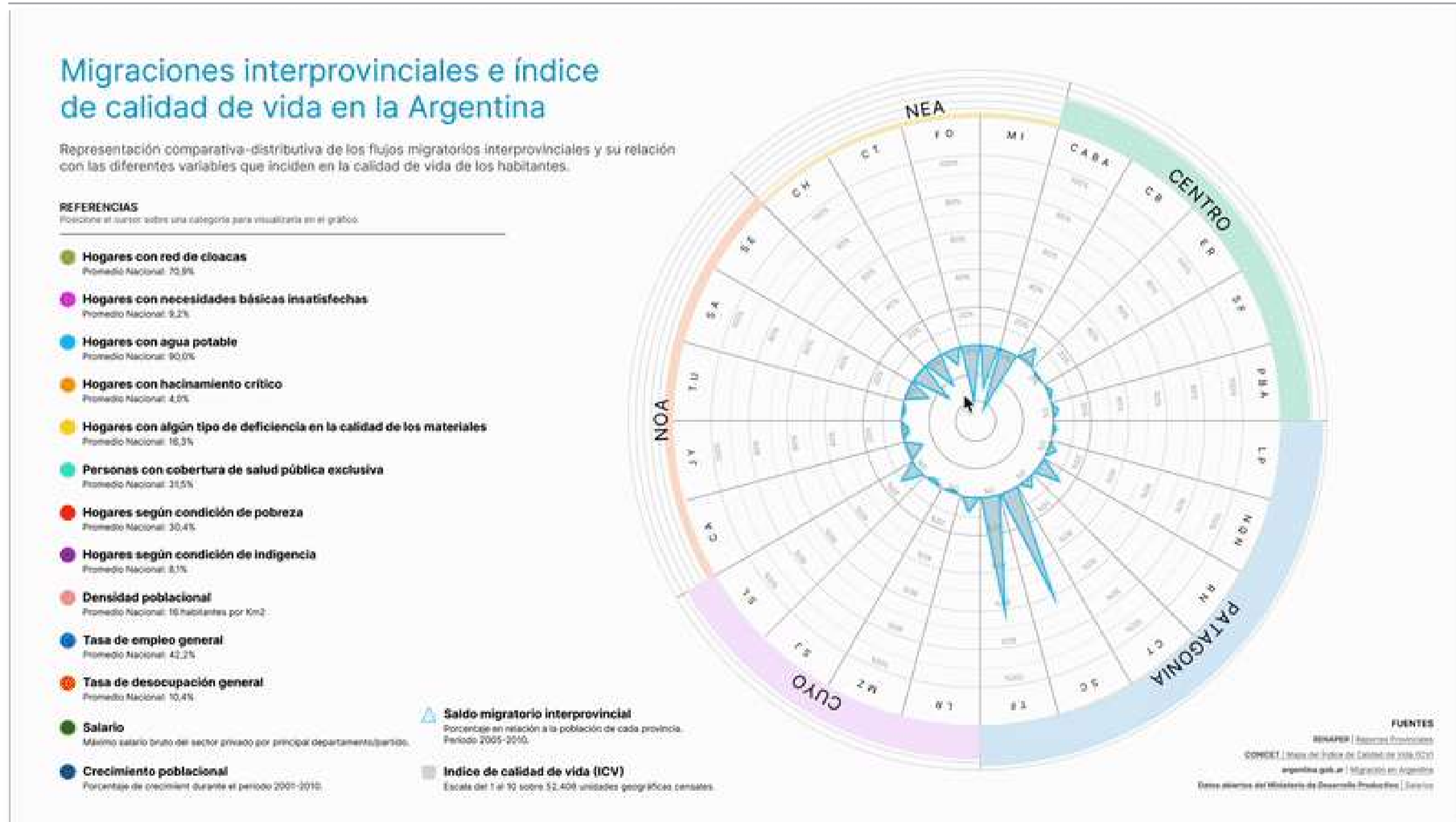
Year  
2022

Industry  
National data-  
visualization contest

Requirement  
Interactive  
dashboard

Tools/Technologies  
Figma

Location  
CABA, Buenos Aires





**Year**  
2015

**Industry**  
National design  
contest

**Requirement**  
Print, digital, and  
wayfinding design

**Tools/Technologies**  
Adobe Illustrator,  
Adobe Photoshop,  
Adobe XD

**Location**  
San Juan Capital,  
San Juan

## CONTEST

# Bicentennial theater

On the occasion of this modern theater opening, San Juan's state government called a national branding contest, including print, environmental and digital graphic products designing.

The submitted proposal achieved the second place.



CONTACT | COMMUNICATION

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