

JOZ ROLL

UX/UI Designer

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PROFESSIONAL EXPERIENCE

79X Solutions, USA Remote, UX/UI Designer & Digital Solutions Coordinator

NOVEMBER 2024 – PRESENT

Sole designer in a developer-led team, leading the full UX/UI practice for NGO and public-sector digital products — from user research and wireframing to prototyping and dev handoff. Working embedded with engineers deepened my HTML & CSS fluency and sharpened my ability to deliver dev-ready handoffs across all projects.

- Designed the National Police Index (NPI): +157% traffic growth MoM (Feb → Mar 2026), 10,800+ monthly visits, 8:43 avg session, 18 pages/visit — significantly above benchmarks for data-heavy civic platforms.
- Led 79X's end-to-end visual rebrand — brand strategy, logo, color system, and UI component library — creating a cohesive identity now applied across all public-facing and client-facing products.
- Mapped internal team workflows and introduced ClickUp to reduce coordination friction between design and development — applying service design thinking to operational bottlenecks.

Freelance, Italy, UK & International, Web & Graphic Designer

2021 – 2024

Delivered end-to-end design for individuals, startups, and international organizations across brand identity, web design, and visual communication.

- Built Aniida's brand identity from zero — competitor research, visual direction, and brand guidelines — equipping a new real estate company to launch credibly into a saturated market.
- Redesigned Savortex's website (UK) to shift their digital presence from outdated to B2B-professional — enabling the company to use the site as an active sales tool in international markets.
- Designed Oginners' merchandise line, which became the company's bestselling product category.

EDUCATION

Diploma in Interdisciplinary Innovation (DLAB)

Universidad del Desarrollo · Santiago, Chile · *In collaboration with Stanford University*

BA in Spaces and Objects Design

Universidad del Desarrollo · Santiago, Chile

University Exchange, Product Design

Politecnico di Torino · Turin, Italy

SKILLS & TOOLS

UX User Research · Usability Testing · Wireframing · Prototyping · User Flows · Information Architecture · Interaction Design · Design Systems · Accessibility (WCAG AA)

Tools Figma · Miro · Adobe Suite · HTML & CSS · ClickUp · AI-assisted workflows (Claude / Anthropic)

LANGUAGES

Spanish Native · **English** C1 · **Italian** B2

CERTIFICATIONS & COURSES

AI Fluency Framework Foundations Anthropic 2026

Google UX Design Professional Certificate Google / Coursera 2025

Figma from Start to Finish Domestika 2024