Alejandro A. Gerbec

Design Engineer · Tech Lead

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ABOUT

Design Engineer and Frontend Developer with 13+ years of experience crafting digital products, from design systems and UI architecture to leading design and engineering teams. I own the component architecture and how the UI ships end to end: the component patterns, accessibility standards, and interaction models that run across entire product suites. Equally at home in a Figma file and a React codebase.

I lead by building: contributing production frontend directly, setting the technical standards a team codes against, and mentoring the designers and developers who carry them forward. Across healthcare, fintech, and edtech, I've turned design intent into performant, accessible, maintainable code, bringing clarity and structure to complex product ecosystems.

EXPERIENCE

Design Engineer Bridgenext (formerly CloudX)

June 2022 – Present · Remote · Healthcare

Own the component architecture and how the UI is implemented across every product team, building performant, accessible, reusable components in React, TypeScript, and CSS, and the WCAG-compliant standards the org codes against. Lead UX end to end where it matters: research, interaction design, prototyping, and usability testing through to production implementation.

Key Projects

- **Design System** Component library and visual standards used across all product teams
- **AI-assisted UX Toolkit** Internal tooling leveraging AI to accelerate research and ideation cycles by 30%
- **Accessibility Initiative** Audit and remediation raising WCAG compliance across the full product suite

Achievements

- Architected the design system and component library adopted across all product teams
- Established the React/TypeScript component standards that raised code consistency and delivery speed
- Authored and enforced WCAG-compliant accessibility standards across the full product suite
- Introduced AI-assisted tooling that reduced research and iteration time by 30%
- Built adaptive, personalized interface patterns driven by user context
- Improved core user flows through data-driven usability validation

Senior Front End Developer Acámica · Digital House

Sep 2018 – June 2022 · Remote, Argentina · Edtech

Owned frontend development and component architecture within the squad, establishing consistent component patterns across all platforms. Partnered with product and backend teams to validate requirements and ship maintainable, cross-platform solutions.

Key Projects

- **Platform UI Rebuild** Full front-end overhaul of the student-facing learning platform
- **Component Library** Reusable UI components shared across web and mobile platforms
- **Design–Dev Handoff System** Standardized handoff process that reduced friction between design and engineering

Achievements

- Led frontend development using modern JavaScript frameworks
- Architected reusable component patterns that accelerated team scalability
- Streamlined delivery and design–development handoffs
- Ensured coherence between design vision, product requirements, and engineering execution

UX Lead RedLink

Sep 2015 – Sep 2018 · Buenos Aires, Argentina · Fintech

Led the UX function for complex fintech products, defining flows and interaction strategies across web and mobile. Coordinated execution across development, marketing, and product while building and mentoring the UX team.

Key Projects

- **Mobile Banking Flows** End-to-end UX for consumer banking across iOS and Android platforms
- **UX Team Formation** Hired, onboarded, and mentored a team of UX designers and researchers
- **Unified Design Language** Cross-platform interaction standards covering web, mobile web, and native apps

Achievements

- Defined product behavior and interaction logic for high-impact financial flows
- Built and mentored a UX/product team from the ground up
- Coordinated execution across development, marketing, and product departments
- Defined UX standards and interaction patterns used across multiple product initiatives

Designer and Frontend Developer HotelMansa

Jan 2013 – Sep 2015 · Buenos Aires, Argentina · Tourism

Combined visual design, interaction design, and HTML/CSS implementation. Built end-to-end UI components and layouts, the foundation of a user-centered design approach that carried through the rest of my career.

Key Projects

- **1828 Smart Hotel App** Domotics and POS application designed and built for the 1828 smart hotel property
- **HotelMansa Website** Full website design and HTML/CSS implementation for the hotel

Achievements

- Built foundational UI components and page layouts from sketches to production
- Designed and developed a domotics & POS app for the 1828 Smart Hotel
- Implemented the full website design end to end in HTML and CSS

SKILLS & TOOLS

Development React · TypeScript · Next.js · HTML · CSS · Component Architecture · Performance · GSAP / Motion

Leadership Tech Leadership · Design Leadership · Team Mentoring · Technical Standards · Design–Dev Handoff · Cross-functional Delivery

Design Product Design · UX / UI · Accessibility · Interaction Design · Design Systems · Prototyping · Wireframing · Usability Testing · Information Architecture

Tooling Figma · FigJam · Adobe Photoshop · Adobe Illustrator · Adobe XD

AI Prompt Engineering · Design-assisted AI · AI-driven Personalization · Predictive Analytics

COMMUNITY

CSS Conf Argentina Co-organizer

2016 – Present

Co-founded and organized CSS Conf Argentina (2016, 2018). Orchestrated logistics for 600+ attendees, 22 speakers, and 80 volunteers. Managed schedule, speakers, and sponsors as part of the core management team. Part of the global CSS Conf community (cssconf.org).

University Professor, Web Design & Development

2017 – 2018

At Davinci Institute, taught web design and development fundamentals to multimedia design students, covering both theoretical content and hands-on practical work.

EDUCATION

Image & Sound Designer Universidad de Palermo · Buenos Aires · 2017 – 2021

LANGUAGES

Language	Level
Spanish	Native
English	Advanced
Italian	Basic