

# Hernan Fino

Mar del Plata, Argentina

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<http://www.nanofino.com.ar>

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**My name is Hernan Fino, but everybody calls me Nano (you can too).  
I'm a graphic designer dedicated to the user interfaces and interaction design.  
As I feel the design, function overcomes aesthetic, but both are important, after all a beautiful interface makes the user work comfortable and that is a part of the process for making an understandable user interface and experience, or easy-to-read and memorable visual object.**

## WORK EXPERIENCE

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**Mar del Plata,  
Argentina**

Nov 2013 – Present

### **Globant**

UX Designer

Work as part of different teams development team as UX Expertise for several clients, pre-sales proposals and internal projects.

- Analysis of user interfaces and write Expert Reviews.
- Develop Interactions Guidelines.
- Design wireframes to create or enhance enhance interfaces.
- Develop prototypes for communicate experiences and to use it on usability tests.
- Design mock ups from wireframes for the development team.
- Perform Usability Tests as facilitator and observer.
- Perform User Interviews as facilitator and observer

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**Mar del Plata,  
Argentina**

Mar 2013 – Present

### **Universidad CAECE Mar del Plata**

Professor

Professor  
Subject: "Tecnología I" ("Technology I") - Vectorial Illustration.

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**Mar del Plata,  
Argentina**

Apr 2006 – Present

### **NexusCom Argentina**

Design Department Lead, User Experience Expertise.

Established the in-house Design Department for the company. Developed all the design process for the department's tasks. Worked on projects for Ipernetwork, Bonus Network, Iperclub, Fidelity Marketing, and others loyalty programs and companies. Performed user experience analysis, design and development and examined implementations.

- Promote from Visual Designer to Design Department Lead in 2008.
- Lead for the company's brand and institutional image design.
- Design company's products branding and image.
- Developed UI elements libraries.
- Design and developed UI products development tools.
- Helped define implementations for new products.
- Developed the card's design process for pre-press, from client designers to factory.

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**Mar del Plata,  
Argentina**

Jan 2010 – Present

### **Nihue**

Visual Designer, User Experience Expertise, Co-Founder.

Co-founded this company, joining a group of developers to create new digital products and provide development and design services. Worked on projects for Agrosistemas, Mardeavisos.com, UTN Mar del Plata, analyzing, designing and coding webapps and sites.

- Performed user experience analysis, design and development and examined implementations.
- Lead for the company's brand and institutional image design.
- Design company's products branding and image.
- Developed UI elements libraries.
- Helped define implementations for new products.

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Madrid, Spain

## Editorial Drakul

Comic Book Artist / Letterer / Graphic Designer.

Published and co-created graphic novel for the spanish market. Delivered services as letterer and graphic designer for editorial works, such as graphic novels.

- Comic Book Artist of the Graphic Novel "DOS: Primeros Sintomas".
  - Graphic Designer and Letterer of the Graphics Novels "Nightmare Alley" and "¡Nada Libres!"
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Mar del Plata,  
Argentina

Dec 2005 – Mar 2006

## Diario El Atlántico

Layout Designer.

Newspaper pages layout design and photo manipulation.

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Mar del Plata,  
Argentina

May 2004 – May 2005

## Canal 10 Mar del Plata

Videographer and Graphic Designer

Videographer for live shows.

- Static Media and Videograph Designer for "Telediario" (News program).
  - Static Media and Videograph Designer for "De 11 a 13" (Entertainment show).
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## EDUCATION

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Mar del Plata,  
Argentina

Mar 2011 – Oct 2011

## Universidad Nacional de Mar del Plata

PHP for Beginners Course.

Original Title: Curso PHP Inicial  
Facultad de Ingeniería.

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Mar del Plata,  
Argentina

2005 – 2009

## Universidad CAECE Mar Del Plata

Graduate in Graphic Design and Audiovisual Communication (Licenciado, Diseño gráfico y comunicación audiovisual)

Graphic Design & Audiovisual Communication Degree

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Mar del Plata,  
Argentina

Mar 2002 – Nov 2004

## mar del Plata Community College

Graduate in Graphic Design.

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## LANGUAGES

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**Spanish** (Native), **English** (Advanced), **Italian** (Advanced)

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## SKILLS

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Basic PHP, HTML5/CSS3/jQuery, Icon Design, Illustration, Interaction Design, Prototyping, Storyboarding., Storytelling, UX Research, Usability Testing, User Experience, User Interface Design, Visual Design, Web Design, Wireframes