Lou Bogani

Senior Graphic Designer · UX/UI Designer · Art Director

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Buenos Aires, Argentina Remote · GMT-3, full US-hours overlap Open to contract & full-time

SUMMARY

Senior graphic designer, UX/UI designer and art director with 9+ years in brand identity, performance ad creative and product design for fintech, health-tech and Web3, working remotely on US hours with US-based teams.

EXPERIENCE

Senior Graphic & UX/UI Designer — Prepaire Labs FREELANCE

Jun 2026 – Present

Remote · Dubai, UAE · Health-tech

- Lead visual and product design across three health-tech brands: GenetiQ, Prepaire and SHIELD.
- Designed the **GenetiQ and SHIELD websites**, the **GenetiQ mobile app**, a **tablet clinical dashboard** and patient-facing lab and Digital Twin reports, turning complex health data into clear, readable layouts.
- Designed and built the **prepaire.com website** from scratch, plus multi-step onboarding and wizard flows for professional users.
- Created a shared **design system** for type, color and components across web, mobile and print, and prototyped key flows in Figma to test them with stakeholders before development.

Senior Graphic Designer — Sezzle 1-YEAR CONTRACT

Jun 2025 – Jun 2026

Remote · Minneapolis, USA · Fintech

- Designed **150+ ad creatives a month** for paid social and display; creative testing raised **CTR by 28%** and lowered **CPA by 19%**.
- Helped shape Sezzle's **visual revamp** (still in use) as active subscribers grew **76% to 854K** and app sessions rose **51%**.
- Led creative production for **20+ integrated campaigns** across email, social and sales collateral, cutting turnaround by **30%**.

Art Director / Senior Graphic Designer — Marketers In Demand CONTRACT

Apr 2025 – Jan 2026

Remote · Washington DC, USA · Agency

- Art-directed **8+ brand activation projects** from concept to execution for multiple clients.
- Designed **landing pages** and **brand guidelines** for client brands, setting creative direction with clients and stakeholders.
- Mentored **5 designers and content creators** across 8+ concurrent projects, raising team output by **25%**.

Senior Graphic Designer — TruBit

Dec 2023 – Mar 2025

Remote · Buenos Aires, Argentina · Fintech

- As the sole senior designer, led the **brand identity overhaul** with the UX/UI team in China: a modular graphic system and illustration pack used across the crypto wallet, trading app, ads, web and social, plus card packaging for 3 LATAM markets.
- Produced **150+ ads and emails** and **400+ design iterations**, lifting **CTR by 19%**, **app engagement by 34%** and followers by **11%**, with a **95% first-round approval rate**.

Graphic Designer & Illustrator — GitPOAP

Apr 2022 – Dec 2023

Remote · Boston, USA · Web3

- Designed **NFT badges** for developers and open-source contributors across the Web3 and Ethereum ecosystem.
- Owned the full creative process, from concept sketches and illustration to final vector artwork.

Multimedia Designer — Wootic · Motion graphics, video, social templates, pitch decks, web UI

Feb 2023 – Dec 2023

Freelance Graphic Designer · Branding, illustration and social media for independent clients

Apr 2017 – Oct 2023

SKILLS

Brand & art direction: brand identity, brand guidelines, art direction, typography, packaging, illustration

Campaigns & performance: paid social and display ads, performance creative, creative testing, email, sales collateral

Product & UX/UI: web and mobile UI, user flows, dashboards, design systems, data visualization, prototyping

Motion & presentation: motion graphics, animation, social video, pitch and presentation design

TOOLS

Figma · Adobe Photoshop, Illustrator, InDesign, After Effects · Blender · Procreate

AI: Midjourney, Adobe Firefly, Google Gemini, ChatGPT

Workflow: Trello, Asana, ClickUp

EDUCATION & LANGUAGES

Graphic Design degree, Da Vinci, Buenos Aires · in progress

UX/UI Design, Coderhouse (2022) · Game Art (2022) and After Effects (2021), Image Campus

Spanish native · **English** professional proficiency