



Carlos Aluch (Charly)

UX Lead | Senior UX-UI Designer | UX-UI Instructor |
WordPress - MERN Developer (FE & BE) - Founder of NEXAHR

I integrate and orchestrate efforts with a systemic vision to drive product value and the user experience, backed by measurable metrics.

Professional experience

Senior UX UI Designer | BridgeNext

Remote | August 2026 - Present

Continued leadership for Traza on research, ideation, definition, prototyping, and testing in the Querétaro, Mexico real estate market, to develop a transparent, decentralized blockchain-based system. I implemented products for a multi-SaaS platform including requirements, management, and even smart contracts to optimize real estate operations.

Senior UX UI Designer | CloudX

Remote | September 2025 - Present

Continued leadership for Traza on research, ideation, definition, prototyping, and testing in the Querétaro, Mexico real estate market, to develop a transparent, decentralized blockchain-based system. I implemented products for a multi-SaaS platform including requirements, management, and even smart contracts to optimize real estate operations.

Senior UX UI Designer | Parser

Remote | August 2024 - August 2025

I led research, ideation, definition, prototyping, and testing in the Querétaro, Mexico real estate market to develop a transparent, decentralized blockchain-based system. I implemented products for a multi-SaaS platform including requirements, management, and even smart contracts to optimize real estate operations.

UX Lead | IT Patagonia

Remote | January 2022 - July 2024

I led UX, research, strategy, and digital product design initiatives for clients in the financial, government, and technology sectors. I coordinated multidisciplinary teams, facilitating collaboration among business, development, and design to turn complex requirements into user-centered solutions. I took part in discovery, research, product definition, information architecture, interaction design, prototyping, validation, and Design System documentation.

Highlighted projects

Cannect Indoor Future (2023 – 2024)

- We led the full reengineering and redesign of the platform.
- We reduced information load times from 30 to 5 seconds.
- We simplified the main flows to a maximum of three clicks.
- We improved the overall experience, contributing to a 20% increase in visibility and potential customer acquisition.

RUBI – Government of the City of Buenos Aires (2023)

- We took part in the reengineering and modernization of a platform with more than 50,000 properties.
- We designed more intuitive search and navigation experiences.
- We defined a data-level permissions and security scheme.
- We optimized operational times by 70% compared with the previous solution.

YOY – ICBC (2022 – 2023)

- We collaborated with UX, product, and business teams to optimize digital processes.
- We documented and strengthened the corporate Design System and UI Kit.
- We unified visual and interaction criteria across products.
- We helped reduce delivery times and improve experience consistency.

Pledge Loans – ICBC (2022)

- We redesigned the application and management flow for pledge loans.
- We simplified the process to four main steps.
- We improved operational efficiency and the experience for customers and employees.
- We reduced processing and execution times.

Senior UX Designer - Semi-senior Frontend | Municipality of Malargüe

On-site | January 2019 - December 2021

I designed and developed an application for more than 30,000 municipal users, optimizing management times by 70%. I developed an augmented reality filter used by more than 20,000 people and designed and implemented an electronic voting system for more than 5,000 participants, reducing voting times by 90% and overall process times by 60%.

Education

Higher Technical Degree in Digital Marketing | ISIV

2019 – 2022

Bachelor’s Degree in Graphic Design (2.5 years completed) | Universidad del Aconcagua

2014 – 2016

Industrial and Mining Chemical Technician | ESTIM

2008 – 2013

Skills

Collaboration tools

Adobe Suite
Figma, Figjam
Miro, Mural
Google Suite - M. Office

Team/project management

Design Ops
Jira
Trello
Gitlab
Notion
Delivery Services
Project management
Estimation
Budgeting
Reporting

Processes and methodologies

Design Thinking
Design Sprint
Agile
Service Design
UX Research

Other skills -
knowledge

VSCode
Cursor
Claude
Claude Design
MCP Figma
ChatGPT - Gemini
Github
HTML
CSS
React
NodeJS
JS
Flutter
Unity
Vuforia
A. Studio
WordPress
Elementor
AI Integration
GSAP
UX Strategy

Languages

English - B2
Spanish: Native

Portfolio

[Click here](#)

Let’s talk!

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