

FRANCO PORPIGLIA

PRODUCT DESIGNER

Translating business complexity into intuitive digital experiences.

Copenhagen, Denmark
fran.porpiglia@gmail.com
+45 917 85 607
linkedin.com/in/franco-porpiglia
francoporpiglia.com

SKILLS

Product Thinking
UX Research
Information Architecture
Interaction Design
UI Design
Design Systems
Prototyping
Content Strategy
Web Design
AI-Assisted Design

TOOLS

Figma
Lovable
Webflow
Claude
ChatGPT

LANGUAGES

Spanish — Native
English — C1
Danish — Basic

EDUCATION

Google UX Design Certificate
Google Career Certificates

AI for Designers
Interaction Design Foundation

Mobile UI Design
IxDF (Ongoing)

Figma UI/UX Design Advanced
Udemy

Figma UI/UX Design Essentials
Udemy

Webflow Essentials
Udemy

SELECTED PROJECTS

FS.dk

Furniture Exchange Platform

Designed a community exchange platform focused on reducing coordination friction, improving trust and increasing successful exchanges between neighbors.

UX Research · Information Architecture · Interaction Design · UI Design · High-Fidelity Prototyping

Tenoar & Matexsur

Web Redesign

Led the redesign of two manufacturing company websites, translating complex industrial capabilities into clear digital experiences that improved communication, positioning and lead-generation readiness.

Web Design · Information Architecture · Content Strategy · UX/UI Design · AI-Assisted Development

SUMMARY

Product Designer with 12+ years of experience solving business and operational challenges across manufacturing, logistics and brand development.

Over the past three years, I have focused on UX/UI, product thinking and digital experiences, combining business understanding with user-centered design.

My work spans UX research, information architecture, interaction design, UI design and modern AI-assisted workflows, with a strong focus on simplifying complexity and improving decision-making.

EXPERIENCE

Iversen Stagecrew ApS | Denmark

Stagehand (Part Time) · 2022–Present

Support large-scale live events and productions across Denmark, collaborating with multidisciplinary teams in fast-paced operational environments.

Tenoar S.A. | Argentina

Business Operations & Brand Development · 2009–2022

Leading manufacturer of non-woven cleaning products supplying major retail chains across Argentina, with 150+ employees and in-house manufacturing operations.

Worked closely with designers, agencies and suppliers on packaging, catalogs, websites and brand communication projects.

Key Areas

Business Operations · Financial Planning · Supply Chain · Brand Development · Digital Initiatives · Cross-functional Collaboration with Designers and Agencies