



Consuelo Romano

Product UX Designer ·
CPACC

CONTACT

Malmö, Sweden

hello@consueloromano.com

consueloromano.com

linkedin.com/in/consuelo-romano

EXPERTISE

Digital accessibility WCAG

Inclusive design DEI

UX research

Interaction design

UI design Design systems

Prototyping

Design Thinking

Workshops Branding

TOOLS AND CODE

Figma, Adobe Creative Suite,
Sketch, Principle

HTML, CSS and SASS,
JavaScript, React

Git and GitHub, VS Code, Jira,
WordPress

LANGUAGES

Spanish · native

English · native or bilingual

Big thinker, problem solver and empathy-driven UX designer with 5+ years of experience turning complex challenges into intuitive, human-centered digital experiences. CPACC certified and passionate about accessibility: I design inclusive products that uphold human rights, dignity and equity, combining UX strategy, research and interaction design with accessibility standards and universal design principles.

EXPERIENCE

Product UX Designer, IKEA

Nov 2022 – Present

Coworker Experience Design · Malmö, Sweden

- Designing the digital capabilities that IKEA's 166,000 co-workers around the world need to meet the demands of the future IKEA.

UX/UI Designer, Tetra Pak

Aug – Oct 2022

Mobile applications design team · Lund, Sweden

- Facilitated a workshop and researched the company's app ecosystem, evaluating improvements with the Experience Design Manager.

Lead UX/UI Designer, Handiscover

Jun 2020 – Jul 2022

Malmö, Sweden

- Designed two products from idea to launch to collect and share accessibility data: Haccess, a B2B SaaS platform, and Log this Place, a mobile app with the City of Malmö.
- Made sure accessibility requirements were met throughout development and validated concepts in testing sessions.
- Improved the onboarding and checkout flows of the B2C service.
- Turned research and interview insights into flows, diagrams, concept mockups and high-fidelity prototypes.
- Worked closely with the CEO, product managers, developers, researchers, marketing and external stakeholders, and advocated for a design-driven culture.

UX/UI Designer + UI Developer, Hexagon Consulting

Oct 2018 – Jan 2020

Innovation Team · Buenos Aires, Argentina

- Owned full design production for mobile and web applications, using Design Thinking to identify users' needs.
- Led a cross-team web app for medical sales representatives that won the 2019 SAP Cloud Platform Developer Challenge, owning the interface design and its HTML5/CSS3 implementation.
- Designed mobile apps for Argentina's major gas transportation company that simplified complex daily processes for employees across the country.
- Customized and extended SAP Fiori's design system to match client branding, in design and code.
- Created wireframes and prototypes for augmented reality and IoT apps, and interactive prototypes for demos and corporate events.

EDUCATION

Master in Digital Accessibility for Education, Communication and Design (EARED)

Universitat de Barcelona · 2025–2026

Product Management

Universidad Tecnológica Nacional · 2022

Bachelor in Graphic Design

Universidad de Buenos Aires · 2011–2018

Front-end Developer

ADA IT Coding Bootcamp · 2017

Web Developer

Comunidad IT · 2017

CERTIFICATIONS

CPACC

Certified Professional in Accessibility Core Competencies (IAAP)

Auditing Design Systems for Accessibility

LinkedIn Learning

UX Research: Being Flexible

LinkedIn Learning

UX Design: Creating

Personas

LinkedIn Learning

Figma for UX Design

LinkedIn Learning

Gestalt Psychology and Web Design

LinkedIn Learning

RECOGNITION

SAP Cloud Platform Developer Challenge

Winner, 2019 (Hexagon Consulting)

Featured work

Typography II (Cosgaya) and Computer Graphic Design, Universidad de Buenos Aires

EXPERIENCE, CONTINUED

Web Developer, Vix Inc.

2017 – Sep 2018

- Built two internal apps that measure the reach and engagement of marketing campaigns in the US and Latin America.
- Turned high-fidelity mockups into production code with the UI/UX Design Lead (HTML, CSS, SASS, jQuery, Bootstrap, amCharts) and deployed with Git.
- Delivered in an agile Scrum/Kanban team, often about 30% faster than other developers.

Web Designer and Developer, Freelance

Jul 2016 – Dec 2017

Remote

- Designed and built websites from early concept to production with HTML, CSS, JavaScript and React.
- Managed content with WordPress and Contentful, working directly with clients.
- Created visual identities, logos and stationery, plus web and email campaigns for several brands.

COMMUNITY

GSMA Women 4 Tech

2019

Featured in the documentary “Digital Inclusion Changes Women’s Lives”

Volunteer and facilitator, DXS Conference

Aug 2019

Conference on service design innovation and business transformation

Beginners’ channel moderator, freeCodeCamp Buenos Aires

From 2018

Graphic designer, Fortalecer Misiones Civil Association

Jul – Dec 2017

Event promotion material and weekly newsletters