

Carlos Cucurullo

Senior Product Designer & UX Lead

Bachelor's in Graphic Design, Creative Director and Developer

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SUMMARY

Senior Product Designer & UX Lead with **25+ years designing digital products**, the last 18 focused on healthcare. I've taken 100+ products from first client contact through delivery — patient portals, apps, web apps, dashboards, and patient–hospital systems — for hospitals, clinics, insurers, home care, and plastic surgery practices across the US.

My work starts before the interface: I understand the problem, the context, and the people before proposing a screen. A key differentiator of my experience is having built a **research method that works within HIPAA constraints**, without direct access to patients. My hybrid background in design and technology lets me connect product, design, and engineering.

100+
Projects delivered

25+
Years of experience

18
Years working with US clients

EXPERIENCE

MWE

Creative Director → Senior Product Designer & UX Lead — Medical Web Experts

2009 – 2026 · Custom healthcare software agency (US)

For 18 years, the company's design lead, taking 100+ projects end to end for healthcare organizations.

- **100+ digital products:** institutional and multi-site websites, patient portals, web apps, mobile apps, dashboards, and patient–hospital systems.
- **Full cycle:** client discovery, problem definition, ideation, proposal, development follow-up, and sales presentations.
- Led the design team (up to 3 designers) and coordinated with 2–3 developers per project, running **up to 3 projects in parallel**.
- **~20 recurring clients** who stayed for years and came back with new projects.
- Built a **research method that works within HIPAA**: I prototype the solution, the client validates it with their own patients and brings the feedback back to me.
- Defined reusable standards (Figma component kits, portal templates, email templates) and have designed with **WCAG A/AA accessibility** for years.

B

Product Designer / UX Lead — Bridge Patient Portal

2018 – 2019 · SaaS patient portal (in parallel with MWE)

Sole product designer; visually led the build. The CEO asked me to solve why patients couldn't find their way around and front desks were fielding a high volume of calls.

- **~5 clinics and 6,000+ patients**, across 4 distinct roles: Admin, Doctor, Front Desk, and Patient.
- Redesigned the critical flows: **lab results** and the **full appointment flow**, cut from 5 screens to 3, plus the **internal per-doctor appointment calendar**.
- Defined the component library behind the front end, with room for each hospital's customization.
- **Outcome:** 30–40% fewer front-desk calls, appointment booking cut from 5 screens to 3, and 20–25% more patient portal usage.

U

Digital Product Designer — Urbanchip (freelance)

2007 – 2011 · In parallel with Telefónica

A freelance stage for clients across industries, from understanding the problem to implementation. It consolidated me as an **end-to-end designer** and led me to move to Córdoba and, shortly after, join MWE.

T

Digital Designer (Systems) — Telefónica Movistar Argentina

1999 – 2009 · Systems staff

Maintained the Movistar website and corporate intranet, and built download microsites: under the Disney contract, each movie release had its own microsite.

CS

Web / Digital Designer — Creative Solutions

1997 – 1999 · First job, final year of university

Designed and developed digital products in the early years of the internet, working directly with clients across industries.

CAPABILITIES

Product strategy and discovery

Problem framing · Product discovery · Product strategy · Decision-oriented design · Opportunity identification

Experience and research

UX strategy · User research (HIPAA method) · Information architecture · Interaction design · User journeys · Usability testing

Technical knowledge

Front-end architecture · React and Astro components · Tailwind, Chakra UI and Bootstrap · Responsive design · HTML · CSS · JavaScript (fundamentals) · Back-end work on existing codebases

Complex products and systems

Complex workflows · Scalable products · SaaS and B2B platforms · Healthcare and e-commerce · Clinical workflows · Dashboards · Design systems · Component architecture

Product collaboration

Cross-functional teams · Design-to-development handoff · Leadership · Agile methodologies (Scrum)

TOOLS

Figma and FigJam · Sketch · Adobe Creative Suite · ProtoPie · Balsamiq · Miro · Jira · Git and GitHub · WordPress

AI IN MY WORKFLOW

Claude and ChatGPT (ideation, brainstorming, research synthesis) · Claude Code and Lovable (prototyping and code) · Google Stitch (UI exploration) · GitHub Copilot · Nano Banana (images)

ACCESSIBILITY

WCAG A/AA · One project at AAA level

LANGUAGES

Spanish — Native
English — Professional working proficiency

DEGREE

Universidad de Palermo
Bachelor's in Graphic Design
1994 – 1998

FEATURED PROJECTS

Live

Oracle Commerce Platform

Design system, scalability & leadership · 3 months

Hired to do the cutup of a large-scale e-commerce platform. I found ~7 people building pixel-perfect markup, each with their own classes. I proposed moving to atomic design (a single CSS with reusable components in PHP); they put me in charge of the project. I built an HTML styleguide with every component and copy-paste examples that the whole team used as the baseline. Outcome: **less code, consistency, and a scalable foundation**.

Live

Tienda Nube — Product-upload flow redesign (freelance)

Information architecture · 2014

Redesigned the flow to add a product. The original process had 3 conceptually mis-ordered steps (it asked for quantity before knowing what the product was). I rebuilt it as **a single linear step**, following the natural order in which a person thinks about their product. It stayed in use for years.

Live

Regional health system — Multi-site website

Large-scale information architecture · MWE

Website for a health system with **at least 20 locations, 40+ specialties, and 6 internal sites**, each with a completely different main navigation. The core challenge was letting a patient find doctors, services, and locations without knowing the organization's internal structure.

Live

"Already There" — App for patients with feeding tubes

Product discovery + AI · MWE

The brief was a gamified app to "motivate" treatment. Before designing, I interviewed patients and found they were already keeping daily paper logs: **the problem wasn't motivation but the complexity of tracking**. I reframed it as a daily treatment companion and designed Patient Snapshot, an AI-assisted reading of the treatment's evolution. The value of each entry became the reason to return.

Exploration

"Between Appointments" — Patient engagement exploration

Product exploration · MWE

An idea that emerged inside MWE while exploring patient engagement. It shifted from "logging symptoms" to **"preserving a story"**: a family journal where small moments build context, with an AI layer that turns scattered fragments into a clear evolution, so families arrive at the appointment with context instead of a partial memory.

COURSES AND CERTIFICATIONS

AI: tokens, skills, and agents · MWE
2026

AI automation · MWE
2026

AI fundamentals · MWE
2025

HTML and CSS · In-house professional training, Telefónica
2004

JavaScript · Image Campus
2002

Flash and ActionScript (interfaces) · Image Campus
2000

Web page creation (FrontPage Express) · UBA
1998