FEDERICO GONZALEZ

LinkedIn Portfolio Email

Design Executive.
Product & Brand.

Buenos Aires, Argentina

EXECUTIVE PROFILE

Executive with 18 years of experience building products, organizations, and businesses across startups and global companies spanning fintech, consumer products, digital assets, retail, and emerging technologies.

I partner with founders and executive teams to turn ambitious ideas into products, brands, and organizations that scale. My experience ranges from building companies from 0→1 to leading multidisciplinary organizations of 45+ professionals across Product Design, Research, Brand, Content, and Service Design.

I believe Design creates the greatest business impact when it becomes the connective tissue between strategy, product, brand, and technology—aligning teams around shared principles to build coherent experiences rather than isolated touchpoints.

PROFESSIONAL EXPERIENCE

01

CONTROL

Founding Chief Experience Officer (CXO)

2024 – 2026

Built Control from concept to market, leading Product, Brand, and Customer Experience while partnering with the CEO to define company strategy and help shape a new category for digital wealth management: Private Custody.

- Co-created the company's vision, positioning, long-term strategy, and product direction.
- Helped shape the Private Custody category, combining institutional-grade security with the personalized experience of private banking.
- Led Product Strategy, Customer Experience, Brand, and Go-to-Market, building the company from 0→1.
- Designed a next-generation private custody platform leveraging MPC technology to deliver institutional-grade security with a premium client experience.
- Partnered with Engineering to define product architecture, roadmap, and execution.
- Unified Product and Brand into a cohesive end-to-end experience, ensuring every customer touchpoint reflected the same principles and premium positioning.

02

UGLY CASH

Head of Design, Product & Brand

2023 – 2024

Joined the founding team to launch Ugly Cash, a fintech company spun out of Reserve to serve the Latino community in the United States.

- Led Product, Brand, and Customer Experience from concept to launch.
- Partnered with founders to validate product-market fit through continuous discovery and rapid iteration.
- Built the product and brand foundations, translating business strategy into a differentiated customer experience.
- Established scalable design principles and operating practices to support future growth.

03

RESERVE

Global Head of Design
2022 – 2023

Partnered with the CEO and executive team to redefine Reserve's product strategy, unify Product and Brand, and incubate Ugly Cash, a new fintech venture built around the RPay platform.

- Unified Product and Brand into a single operating model, aligning teams around shared principles and a cohesive experience.
- Partnered with the CEO to redefine the company's value proposition, product strategy, and brand architecture.
- Built and led the RPay Experience organization, strengthening collaboration across Product, Engineering, and Brand.
- Established a shared design system spanning Product and Marketing.
- Helped define the strategy, positioning, and experience that led to the creation of Ugly Cash as an independent company.

04

UALÁ

Global Head of Product Design
2021 – 2022

Built and led Ualá's global Product Design organization, partnering directly with the CEO and executive leadership to establish Design as a strategic business capability.

- Led a multidisciplinary organization of 45+ professionals across Product Design, Research, Content Design, Service Design, and Visual Design.
- Introduced new leadership layers, career paths, and operating structures to support scale.
- Established the Design Systems organization supporting iOS, Android, and Web.
- Defined collaboration models across Product, Engineering, and Design, improving alignment and execution at scale.
- Elevated Design from a delivery function to a strategic partner within the executive leadership team.

05

R/GA

Senior Experience Designer → Group Creative Director, Head of Experience Design
2014 – 2021

Progressed through multiple leadership roles, helping global organizations transform products, services, and businesses through experience design and innovation.

- Led multidisciplinary teams delivering large-scale digital transformation initiatives.
- Defined product strategies, innovation roadmaps, and service design programs.
- Partnered with executive stakeholders at Nike, Google, Samsung, Goldman Sachs, PwC, and other global organizations.
- Built consulting capabilities around Product Strategy, Experience Design, and Business Transformation.

EARLIER EXPERIENCE

Co-Founder & Head of Product — Flink	Built a personal finance platform, leading product strategy, experience design, and fundraising.
Founder & Creative Director — Vertigo Studio	Founded a multidisciplinary studio focused on branding, digital products, and innovation.
Brand Manager — Puma	Led premium brand initiatives, strategic partnerships, and market positioning.

EDUCATION

MIT Sloan School of Management	Innovation of Products & Services
Instituto Tecnológico de Buenos Aires (ITBA)	Postgraduate Program in User Experience Design
Universidad Tecnológica Nacional (UTN)	Business Intelligence & Data Modeling
Nueva Escuela	BA in Visual Arts

RECOGNITION

IxDA Best in Show · Cannes Lions · D&AD · Clio Sports · ADC Awards