



I'm Juliana,
hello!



I'm Juliana, AKA Puchu.

Born in La Plata, based in Buenos Aires, available worldwide.
Visual Communication Design degree, UNLP.

+20 years of journey focused on experience design.

I studied communication design, and my early years were deeply rooted in the graphic world.

As digital products expanded, and closely observing how people interacted with them, I discovered **the real value of connecting with those on the other side**. That moment changed everything for me.

Driven by what **design can transform in people's lives**, I channeled my energy into delivering experiences that are intuitive, frictionless, and high impact.

While learning to understand others, I also collected new ways to express myself through design, lettering, and illustration in personal projects that kept me sharp, active, and **constantly learning**.

During the five years I led design teams in the financial world, I discovered something unexpected: that guiding, supporting, and empowering people in my field to reach their best version moved me just as much as design itself. That led me to incorporate tools from coaching, public speaking, and behavioral design, and that's where I found my new direction.



**I observe, I connect, I transform.
Always focused, always in motion.**

Living
an inspired life.

Embracing continuous growth: always moving forward, seeking challenges, and keeping the spark alive.

Seeking deep connections with people.

Awakening emotions, sparking change, transforming the way people experience the world.



So,

this is me

These are some of the amazing brands I've been working with over the last 20 years, are consumed and admired by millions of people around the world.



Banco Galicia

2021/2026

Focused on customer experience across core banking verticals: payments, contactability, and loyalty, designing for simplicity across app and web, while aligning with the bank's goals of growth and revenue.

Required Skills

Management

UX

Audience insights

Strategy

Creative thinking

Design thinking

Storytelling

Disney

2019/2021

Worked to unify all Disney apps (acquired at different times and built on different technologies and architectures) into a single modular structure.

The goal: one consistent design system to serve all verticals, from entertainment and news to documentaries, comics, films, and editorial, simplifying both development and user experience.

Required Skills

UX

UI

Audience insights

Creative thinking

Advanced English

Storytelling



2010/2019

At Fox, I experienced a defining shift, from building microsites for TV shows to becoming part of larger-scale projects, including the early stages of an on-demand content platform centralizing live shows, programs, and films across multiple channels, the digital experience redesign of Nat Geo, and a participation in the Nat Geo Kids project.

Required Skills

UX

UI

Audience insights

Advanced English

Other experiences

Shorter but deeply enriching experiences that helped me build the foundation I later brought to global corporations and larger-scale projects.

2016

Speaker at Behance Reviews Bogotá, Colombia.

2013/2014

Reviewer at Behance Reviews Buenos Aires, Argentina.

2009/2010

Designer at 8A Marketing, Comunicación y Diseño.

2007/2009

Designer at P3DESIGN Digital Agency Buenos Aires.

Skills required

UX

UI

Audience insights

Creative thinking

Storytelling



Juli was (and is) creative and meticulous designer, taking all the projects she assumed with positive personality, leaving her personal mark in every project that involves her. I will choose her to be onboard of any new adventures in Disney. She stands out year by year in being a person who cares for everyone doing the teamwork easy.



Contact

Get in touch

Let's have good talks, work together or simply ask me anything.



Contact

+54 9 11 5048 4301
juliana@bypuchu.com

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See you around!