# Matias "Tato" Haldmeyer

**UI/UX DESIGNER**

Buenos Aires, Argentina • haldmeyer@gmail.com • linkedin.com/in/haldmeyer • hellmeyer.github.io

## SUMMARY

I'm a designer based in Buenos Aires, Argentina, with a pull toward interface work over pure research, though I take methodology seriously and let it guide my decisions. I care about building accessible, user-first experiences — I've worked across a range of digital products, but games are where I do my favorite work. Off the clock, I'm playing guitar or working through my game backlog.

## SKILLS & TOOLS

UI Design · User Experience · Design Systems

Figma · Photoshop · Illustrator · After Effects · DaVinci Resolve · Blender · Unreal Engine 5 · GameMaker

## LANGUAGES

Spanish (Native) · English (Professional Working)

## EXPERIENCE

### Big Time Studios — UI Designer

Mar 2021 – Jun 2026

*Full remote (worked with teams in the US, Brazil, and Mexico)*

Coordinated with the game team to design UI solutions based on UX insights from iterative playtesting. Developed high-fidelity mockups in Figma and integrated approved designs directly into Unreal Engine. Shipped the full UI system for Big Time (HUD, inventory, progression, quests, crafting, world customization) and the systems layer for Pet Time (collection, farming, fishing, incubation, shop).

### Avantrip.com — UI/UX Designer

Jun 2016 – Mar 2021

*Buenos Aires, Argentina*

Owned UI for Avantrip's native and web mobile apps, working closely with product owners, business analysts, and developers to deliver an attractive, modern, and efficient product. Ran component-by-component studies (cards, headers, search boxes) that fed into a full homepage redesign.

### DE AUTOS SA (Agea Digital / Grupo Clarín) — UI Designer

Jul 2014 – May 2016

*Buenos Aires, Argentina*

Part of the communications team for Deautos.com, a vehicle marketplace under Agea Digital, owning UI/UX for the site and other digital assets — including a touchscreen catalog for a trade-show totem and a car comparison tool — driving a more modern, streamlined, and agile brand image.

### InfinixSoft — UI Design Lead

Nov 2013 – Jun 2014

*Buenos Aires, Argentina*

Led a team of three designing iPhone, iPad, Android, and web apps for startups and large companies, including an interactive children's book app with narrated pages and educational minigames.

## EARLIER EXPERIENCE

### Batanga Media — UI Designer

Aug 2011 – Aug 2013

*Buenos Aires, Argentina*

Batanga is an online radio platform that was gaining serious ground with Hispanic audiences at the time. Designed web and mobile apps for the various products around the radio and its media sites, working closely with the UX department. Coordinated a three-person team — including shifting people between roles until we found the arrangement that actually worked best.

### Agencia Butan — Senior Digital Designer

Nov 2010 – Aug 2011

*Buenos Aires, Argentina*

Designed web experiences and crafted ad campaigns for major clients including DHL (LatAm & Caribbean) and Frávega.

### SmartVision — Creative / Art Director

Nov 2009 – Nov 2010

*Buenos Aires, Argentina*

Being on both sides of the creative process is a fun thing to be part of — first come up with the idea, then give it a visual form. That's exactly what I did at SmartVision, working for great clients like Givenchy and Scania.

### United Virtualities — Media Designer / Flash Developer

Aug 2007 – Nov 2009

*Buenos Aires, Argentina*

Started out as a Flash developer, then found myself pulled into bigger and bigger projects. Learned a ton about both design craft and working as part of a team.

### Marketing Plus — Web Designer & Graphic Designer

Jan 2007 – Aug 2007

*Buenos Aires, Argentina*

Produced a lot of web layouts here, including work for big clients like the MNAD Museum and Gas Natural.

### Empresas Carozzi S.A. — Intranet Webmaster

Jun 2005 – Jan 2007

*Buenos Aires, Argentina*

Started here as an IT guy, honestly just for the paycheck — troubleshooting networking issues between Windows 98 and NT machines and that kind of boring stuff. But the moment I saw the company intranet, I knew it needed a total rethink. Pitched the project to my IT manager, then to HR, and got the green light to rebuild it from scratch. So I did.

### elDogma Interactive — Junior Web Designer

Feb 2005 – Jun 2005

*Buenos Aires, Argentina*

My first official job as a designer — learned a lot in the short time I was there. And yes... banners. If you want to start out in the design world, you're going to have to deal with banners. Weird as it sounds, I kind of grew to like them — some pretty cool banners, though.

## PERSONAL PROJECTS

### Limpia Vidrio — Arcade Puzzle Game

2026

An arcade game built solo in GameMaker with AI-assisted development. Follow a squeegee man searching for his missing dog across multiple worlds. The core gameplay loop centers on cleaning cars while dodging hazards, collecting cash, and grabbing power-ups.

## EDUCATION

Nueva Escuela de Arte y Diseño — Graphic & Digital Design