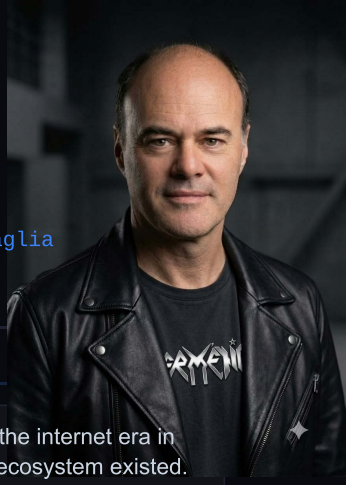


Martín Tagliabue

Chief Product Officer // Strategic Product Design & Systems Architect

Email: hello@martintagliabue.com Web: martintagliabue.com LinkedIn: linkedin.com/in/taglia

Location: Barcelona, Spain / Remote

> EXECUTIVE NARRATIVE // EVOLUTION OF DESIGN LEADERSHIP

The Convergence of Code, Art & Systems: My fascination with computing began early at age 12. Entering the internet era in 1998 (co-founding *mp3.com.ar*, Argentina's first digital music portal), I built web platforms before the modern ecosystem existed. Over 25+ years, that foundation evolved through Graphic Design, Art Direction, and Executive Creative Direction for global brands (Google, Dell, Cisco, Pernod Ricard). Today, all streams amalgamate: combining **AI-assisted engineering** and **Graph-Based Architectures** to translate complex real-world regulations (EU MiCA, Ports 4.0) into seamless digital products.

> PROFESSIONAL EXPERIENCE & LEADERSHIP

Founder & Chief Product Officer (CPO)
2025 — Present

Tritón Blue Economy Alliance

Building digital infrastructure for a transparent Blue Economy, combining RWA tokenization & compliance software.

- Architected SaaS platforms **BlueCATCH** (EU Reg. 2023/2842 automation) and **BlueFOLDER** (Blockchain nautical certification).
- Implemented AI-driven workflows & graph data relationships to ingest complex maritime telemetry and satellite data streams.
- Leading strategic port partnerships and EU funding applications (Ports 4.0 Pre-commercial Program €12M).

Creative Director & Associate Creative Director
2013 — Present

Mamushka Comunicación & Global Agencies

Leading aesthetic vision, brand identity, and multi-channel product strategy for international brands across Europe & LATAM.

- Directing multidisciplinary design & tech teams, aligning high-impact visual systems with client business metrics.
- Pioneered 360° digital campaigns, brand architectures, and interactive digital product experiences.

Founder & Product Designer
2009 — 2012

Fly Natural Bar

Pioneered a sustainable organic restaurant and superfoods concept in Argentina (Selected winner by Banco Galicia).

- Executed end-to-end product design, naming, visual identity, packaging, and franchise operational manuals.

Head of Art & Senior Art Director
2005 — 2009

Ghersy Group, Mas Manos & Latin3

Directed creative executions for tier-one accounts including Google, Dell, Cisco, Microsoft, Pernod Ricard, and AmBev.

Co-Founder / Senior Web & UX Designer
1998 — 2001

mp3.com.ar & UOL (Universo Online)

Pioneered early Web 1.0 platforms, designing UI/UX for mp3.com.ar and UOL across LATAM & US Hispanic markets.

> TECHNICAL ARCHITECTURE & SKILLSET

Product & UX Strategy

Design Systems, UX/UI, Information Architecture, Creative Direction, Venture Strategy. Adobe Creative Cloud Expert.

AI & Graph Stack

LLM code synthesis, Graph Data Nodes, Autonomous Agents, Microservices.

Tech Protocols

Python, FastAPI, React, Node.js, PostgreSQL, Polygon / Base L2, Satellite APIs.