Ignacio Diaz

Ignacio Díaz is specialised in web technologies and development methodologies and is one of the five co-founders of Desygner.

With over 15 years of experience managing development teams focusing on OOP, agile development, modelling, and UX product life cycle, Nax is most comfortable applying his knowledge as a web platform expert.

Hailing originally from Argentina and being self-taught in web development in the late '90s, he was already ahead of the curve when entering into a University Degree in Information Technology and Web Development.

Nax started his career in Spain, rising through the ranks as a Software Engineer in multiple companies and having his own agency with projects in the graphic design space.

After a life-changing decision to move to Australia, Nax joined Desygner in the humble beginnings when Desygner was still operating out of a personal garage and as a pure bootstrap startup in every sense of the definition.

The appeal of a startup comes from Nax's love of wanting to be a part of something from the ground up and because he grew up on a sailboat with his parents, where he saw first-hand how a business could thrive with little investment.

"My parents built and managed a sailboat from scratch, and they acquired the funds for most of our trips from what nowadays would be considered startup marketing campaigns (pr + sponsors), and they were what we would now call influencers."

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Coupled with a love of design and wanting to be part of something new, the choice to ride the Desygner wave was instant.

"I loved the idea of being a part of design and being part of something visually appealing, but more importantly, solving user issues through simple and practical solutions is key to me," he says.

Currently, Nax's role of VP of Engineering overlaps and collaborates with the CTO role, where he focuses on overseeing architecture decisions, frontend consistency, and enterprise deals.

While Nax is passionate about all water sports and loves the ocean and surfing, it was the draw that the Gold Coast has on being a potential global tech hub that also lured him.

"The Gold Coast offers a lifestyle and affordability that I believe is an ideal place for a tech hub."

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