

Florencia López

SENIOR UX/UI DESIGNER

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PROFILE

I work on complex systems. I identify where the funnel breaks down, whether the cause lies in business rules, in the way users move through the process (HCD) or in workflows that need simplifying, and I apply advanced experience design methodologies. My flows are always grounded in research, and I deliver development handoff with documented components, defined states and accessibility resolved from the design stage. I have designed more than 30 digital products and platforms across cybersecurity, e-commerce, technology, agriculture (seed producers and timber operations), aquaculture, compliance, automotive and government. I specialize in dashboards and SaaS products, with experience in web apps, native mobile and conversational design (CxD).

PROFESSIONAL EXPERIENCE

Sr. UX/UI Designer

Montironi · Córdoba, Argentina (Hybrid) · December 2025 - Present · Full-time

Multi-brand automotive dealership group: Ford, Fiat, Jeep, RAM, Peugeot, Hyundai, GAC and Montironi Rentauto.

I lead the group's web digital channel. I set the improvement roadmap, prioritize initiatives by business and experience impact, and make the case for every design decision to the teams requesting it. I gather requirements with stakeholders across business areas, translate commercial needs into functional definitions and return scope, assumptions and dependencies before any design work begins. I coordinate execution with the development, content and SEO teams, documenting the criteria so each team can move forward without checking back on every decision.

On sites and landing pages my focus is conversion (CRO): hypotheses, content hierarchy, coordination with the team to ensure measurement is set up correctly, and adjustment based on data. I design and automate the conversational flows behind each brand's bots, covering flow architecture, rules and guidelines, UX writing for every message, lead qualification and handover to human teams. I write the bot manuals and the versioned adjustment layers that document each functional correction, so maintenance does not rest on a single person. I also keep forms, documentation and digital processes under continuous iteration to hold consistency and usability at every point of contact with the lead.

Sr. UX/UI Designer

Outside the Cube · Miami, United States (Remote) · July 2025 - October 2025 · Part-time

Diverge project: neuroinclusive digital wellbeing platform.

I led UX research applied to neurodivergence, analyzing cognitive needs to reduce sensory overload, improve textual comprehension and reinforce the user's sense of control. On that basis I designed the platform's full experience, aimed at users with ADHD, autism and dyslexia, among other profiles, and implemented accessible flows across the main modules that lowered cognitive load and the number of decisions per screen. I built the design system and the accessibility guidelines to the WCAG 2.1 AA standard, with adaptable components, high contrast and consistent patterns across web and mobile, and supervised the development team throughout implementation.

SSr. UX/UI Designer

LISIT · Chile (Remote) · May 2024 - December 2025 · Full-time

Software development, technology and IT consulting firm.

I led more than 20 UX/UI projects for clients in the forestry, public and agroecological sectors, modernizing legacy platforms still in production use. I designed web admin systems, mobile apps, cybersecurity solutions and tools for risk management, operational control and internal processes for companies in Chile, Brazil and Argentina. I bridged communication between clients and development with creative briefs, templates and user

manuals, which cut rework at the implementation stage, and introduced agile methodologies and information architectures that shortened the team's delivery times.

Teaching Assistant, Advanced UX/UI Design

Coderhouse · Buenos Aires, Argentina (Remote) · April 2024 - March 2025 · Part-time
Technology education platform operating across Latin America.

I supported groups of up to 25 students through the Advanced UX/UI Design course, helping improve completion rates, and contributed to updating the syllabus in the teaching team's planning sessions. I consistently received positive student ratings in the end-of-course evaluations for each cohort.

UX/UI Designer

Packapp · Chaco, Argentina (Remote) · August 2023 - April 2024 · Full-time
Startup providing long- and short-haul logistics and transport.

I directed the brand identity and the responsive web application from conception through launch, with gains in user retention and operational efficiency. I led user analysis and testing, refining the interface at each iteration, and built a design system that gave structure to later product work.

UX/UI Designer

En ROD · Corrientes, Argentina (Remote) · September 2023 - November 2024 · Part-time
Startup building digital products.

I developed wireframes and high-fidelity prototypes that streamlined communication with clients and shortened revision cycles, and ran usability testing, competitive analysis and heuristic evaluations across the studio's products. I redesigned the IphoneShop web application in three days; the client reported an increase in sales following launch.

UX/UI Designer

Destap! · Córdoba, Argentina (Hybrid) · September 2023 - August 2024 · Part-time
Digital solutions for event organization and beverage management.

I designed the web app interface, with more than four user flows for selecting, purchasing and tracking beverages, and its dark mode version, which extended use into night-time hours. I defined the brand's full visual identity, including the logotype, and worked alongside the development team through implementation.

Freelance UX/UI Designer

SFT Development, Dotscom and independent projects · November 2022 - Present · Project-based contract

I design visual identities, web interfaces and landing pages for startups, e-commerce and public bodies. With SFT Development I worked on web design and branding for government (Gobierno de Corrientes, IFE, DOEC, Corrientes Exporta), commercial (Mobeel) and arts clients (Stunt Argentino). For the startup Dotscom I designed the visual identity and landing page of Aurora, a conversational AI SDR platform that automates sales funnels. I have also run my own projects end to end, such as Gitano Tattoo (bookings and landing) and Punto 24/7 (branding and logotype), with direct client management, and I handle visual identity rollout and UX improvements for independent brands' Tiendanube stores, working alongside a mid-level paid media specialist who runs their campaigns.

SKILLS

Product and UI Design: Web design, dashboards, SaaS products, web apps, native mobile applications, interaction design, information architecture, low-, mid- and high-fidelity wireframing, high-fidelity prototyping, design systems, component documentation, developer handoff, WCAG 2.1 AA accessibility and responsive design.

Research and Strategy: Human-centered design (HCD), user interviews, usability testing, heuristic evaluation, competitive analysis, quantitative and qualitative analysis, user journey mapping, hypothesis definition, conversion rate optimization (CRO), metric definition and data interpretation.

Conversational Design (CxD): UX writing, conversational flow architecture, flow automation, training and maintenance of AI assistants, bot manuals and versioned adjustment layers, lead qualification and strategies for handing over to human teams.

Digital Channel Leadership: Channel ownership, roadmap definition, prioritization by impact, requirement gathering and negotiation with stakeholders, alignment of multidisciplinary teams, documentation of criteria, presentation and defense of design decisions, and mentoring.

Graphic Design and Branding: Purpose-driven brand identity, logotype, brand collateral, print materials, corporate documents, typography, iconography, style sheets and guidelines.

Tools and Methodologies: Figma, Adobe XD, Illustrator, Photoshop, HTML, CSS, AI-driven design, Jira, Trello, Notion, Slack, Microsoft Teams and Google Workspace. SCRUM, Kanban, Design Thinking and agile methodologies.

EDUCATION AND CERTIFICATIONS

Gamification Educación IT - August 2024

Reward systems, narratives and progressive challenges applied to educational and corporate environments.

Advanced User Experience (UX) Design LinkedIn - 2024

Methodologies, research techniques, accessibility and user-centered design.

Advanced Interface (UI) Design LinkedIn - 2024

User research and accessible high-fidelity prototyping.

UX/UI Developer, Web Design and Development Coderhouse - 2023

Intensive program in web design and development, from conception through implementation.

Advanced UX/UI Design Coderhouse - 2023

Web Development Coderhouse - 2023

UX/UI Design Coderhouse - 2022

Photoshop and Illustrator Coderhouse - 2022

LANGUAGES

Spanish Native. **English** B2, intermediate.