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ABOUT ME

Hi! I'm Florencia, a Graphic and UI/UX designer. After working for several years in graphic design I became interested in Digital and UX design.

In the last years I specialized in internal products, designing wireframes and prototypes. I worked together with Engineers, Product Managers and stakeholders to understand the needs of both the user and the business.
I collaborated in research stages, structuring workshops, doing shadowing sessions with internal users to understand their needs.

I would love to continue working as UX designer, and earn more experience.

EDUCATION

2006 - 2014 :: Graphic Design
UBA - Facultad de Arquitectura Diseño y Urbanismo

LANGUAGES

English ● ● ● ● ○

SKILLS

Figma Sketch Miro Zeplin

FLORENCIA VALDÉS MAVRAKIS

UX/UI DESIGNER

EXPERIENCE

2021 - present — LenioLabs
Ssr. UX/UI Designer
During the time working with Leniolabs clients, I had the opportunity to work on different internal products using agile practices, such as participating in daily meetings and Sprint. I worked alongside engineers and Product Managers on a daily basis, always trying to improve our users' experience.
Some of my tasks involved creating user flows together with PM, designing mid-fi and high-fi wireframes, improvements and evolution of the Design System accompanying developers so that they could build our designs in the best possible way.
Organize shadowing sessions with users to understand their needs, and then together with PMs create Roadmaps also understanding the needs of the business.

2020 - 2021 — Mercantil andina
Jr. UX Analyst
At this insurance company, we use agile practices. I've researched similar products for improvements and interviewed users for feedback. Another task I worked on was designing high-fidelity wireframes and working alongside developers to provide support.
I also collaborated in the improvement of some of the components of the Design System

2019 - 2020 — Secreatary of Innovation and Digital Transformation
Jr. UX Designer
During my time working for the government, I worked on internal products. Some of my task implied doing research, hi-fi wirefreams design and then work together with developers and QA team. I participated in usability testing. I also helped to improve the design system.

2014 - 2019 — Casino Buenos Aires
Semi Sr. Graphic designer
Design of shows, events and promotions. Design of advertisements and public. Digital pieces for social networks and institutional web.

2011 - 2014 — Maco Import
Jr. Graphic designer
Design of bookstore and gift products. Packaging design. Printing.

2009 - 2010 — Pensaris Language Consultant
Freelance graphic designer
Design of identity, banners and brochures.

COURSES AND CERTIFICATIONS

- **2020 :: Digital Analysis Program**
  UBA Sociales
- **2020 :: CX Research y UX Testing**
  Platzi
- **2019 :: UX Design Training Workshop**
  Globant :: Laminar
- **2018 :: UX Design**
  Coderhouse