

Di Sorbo Florencia

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EDUCATION

- Google Career Certificates - Coursera December 2021
Google - UX Design Professional Certificate
- UNA "Universidad Nacional de las Artes" | Buenos Aires, Argentina. December 2017
B.F.A. in Cultural Heritage Conservation and Restoration

TOOLS & SKILLS

- UX Design** | Figma, Adobe XD, Adobe Creating Suite. Wireframing, Prototyping, Responsive design, UI design, Usability testing, WCAG, User Research, Lean UX.
- Development Stack** | React JS., HTML 5, CSS 3, Bootstrap, JavaScript ES6, Node JS., Git, WordPress.
- Remote Collaboration** | Notion, Jira, Slack, Microsoft Teams, Google Meet, Zoom. Agile Methodology, Scrum.
- Languages** | English, fluent. Spanish, native.

WORK EXPERIENCE

TECHBIT AR Software Consulting UX Designer

Argentina (Remote)
March 2022 - Present

- Implemented informed and strategic UX solutions based on requirements and constraints gathered in findings and input from a cross-functional team of product managers and engineers in the development process from ideation to high fidelity interfaces.
- Translated research findings to UX and UI deliverables including user flows, wireframes, prototypes, visual designs, and specifications, which guided to final visual design and development.

MUTUA EC Mobile App Founder and CEO

Guayaquil, Ecuador
July 2019 - March 2020

- Responsible for the ideation and direction of a social impact-focused tech project.
- Lead the implementation of the Mutua mobile App.
- Delivered the first MVP after 6 months of development, reaching +1.5K downloads from app stores in the first month.

MASERATI Rosati Motors S.A. Sales Assistant

Guayaquil, Ecuador
January 2020 - March 2020

- Representative of the Maserati Official Dealer for the Ecuador sales team.
- In charge of expanding the client portfolio in the new Guayaquil branch office and promoting market expansion.
- Assisted customers with professional advice on luxury vehicles.

RAÍZ PH Photography Studio Freelance photographer

Guayaquil, Ecuador
January 2019 - July 2019

- Managed the photography studio establishment and expansion across various Ecuadorian cities (Guayaquil, Salinas, Milagro).
- Developed a brand focused on portrait photography, sports events coverage, press, and product photography.

CONICET- UBA Instituto de Historia Argentina y Americana PROHAL Conservator - Archeological Documentation

Buenos Aires, Argentina
January 2018 - December 2018

- Directed and implemented the archeological pieces' technical reserve for the Conservation and Documentation Project of "Tensiones y Persistencias, Valles (siglo XI-XVII)" archeological campaign, consisting of +2K pieces.

Conservator Technician - Archeological lithic evidence Analyst

July 2017 - December 2017

- Preserved and documented archeological lithic evidence. Executed functional-morphological and morphological-technical analysis of pieces.

MNAD National Museum of Decorative Art Intern in Preservation Department

Buenos Aires, Argentina
April 2016 - June 2017

- Created the Digital Database for the Big Format Blueprints Collection.
- Executed conservation and restoration interventions in diverse materials and objects.
- Participated in building restoration interventions as part of the "Puesta en valor de Salón de Baile MNAD" program.