

# Di Sorbo Florencia

disorboflorenciaj@gmail.com | (+549221) 310-5073 | [disorbo-florencia.web.app](https://disorbo-florencia.web.app)

## EDUCATION

---

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

## 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.
- Languages** | English, fluent. Spanish, native.

## WORK EXPERIENCE

---

**TECHBIT AR** Software Consulting Buenos Aires, Argentina  
**UX Designer** 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 Guayaquil, Ecuador  
**Founder and CEO** 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. Guayaquil, Ecuador  
**Sales Assistant** 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 Guayaquil, Ecuador  
**Freelance photographer** 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 Buenos Aires, Argentina  
**Conservator - Archeological Documentation** 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** Buenos Aires, Argentina  
**Intern in Preservation Department** 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.