

Education



Florencia Castelvero

Developer & UX-UI Designer

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Languages

	Spanish	● ● ● ● ●
	English	● ● ● ● ●
	Italian	● ● ● ● ○ ○
	Portuguese	● ● ● ● ○ ○

Experience

- 2021 – Present Bratislava, Slovakia



UX-UI Designer &
Developer

IBM

Design Process and Collaboration:

- Collaborate closely with researchers to gather insights, validate designs, and ensure alignment with user needs and expectations.
- Identify and troubleshoot UX issues, such as responsiveness, to ensure optimal user interactions.
- Incorporate customer feedback, usage metrics, and usability findings into design iterations to continually enhance user experience.
- Create user flows, wireframes, prototypes, and mockups to visualize and refine design concepts.
- Design of UI elements including input controls, navigation components, and informational displays to enhance user experience.
- Produce original graphic designs such as images, sketches, and tables to complement user interfaces.
- Effectively communicate complex technical concepts through storytelling to engage stakeholders in productive discussions.
- Proficiently utilize design and prototyping tools to transform concepts into tangible prototypes.
- Utilize software to visualize ideas, iterate rapidly, and refine solutions in accordance with project objectives and stakeholder requirements.

Agile Methodologies and Solution Delivery:

- Translate requirements into comprehensive style guides, design systems, and patterns, ensuring consistency and attractiveness in user interfaces.
- Provide layout design expertise for web automation applications.
- Collaborate effectively with product, development, and management teams to align design efforts with project goals and timelines.
- Utilize agile and design thinking practices to foster teamwork and expedite solution delivery.
- Lead and implement agile methodologies to streamline project workflows, ensuring adaptability to evolving requirements.
- Apply design thinking principles to drive innovation and problem-solving, fostering a collaborative environment conducive to creative ideation and solution development.
- Influence project outcomes through the application of human-centered design principles, prioritizing user needs and feedback to deliver intuitive and impactful solutions.
- Articulate complex problem spaces clearly and compellingly to facilitate understanding and drive decision-making among stakeholders.

Development:

- Develop user-centered designs by comprehensively understanding business requirements and incorporating user feedback.
- Offer guidance to DSLs on optimizing Web-Based Automation (WBA) solutions for accounting processes.
- Develop new components for the IBM Carbon component library to enhance product capabilities.
- Conduct thorough reviews of Process Design Documents (PDD) to identify and address potential errors that may impede process automation development.
- Develop of animated components and icons, followed by their integration into web pages.
- Design layouts for the Craft application and implement updates to enhance the visual aspects of the website, including design and front-end development.

- 2019-2021 Buenos Aires, Argentina



Branding, Advertising,
Communications

IBM

- Lead the global rebranding initiative for IBM Accounting, directing all aspects of design and implementation.
- Facilitate collaborative sessions with IBM representatives from diverse geographies to ensure precise execution of the new branding strategy.
- Presentation of innovative ideas and design elements to the global engagement team for review and feedback.
- Collaboration with IBM design and legal representatives to obtain approval for new IBM Accounting branding and design elements.
- Develop of animations and concepts for global accounting events to enhance engagement and alignment with company strategy.

- Creation of experiences to achieve engagement between the different accounting geographies that improve the relationship of the IBMers with the company's strategy.
- Development of strategy to build and maintain the positive image of the company.
- Maintenance and developing of accounting websites to communicate key information in a effective manner.
- Design of templates for personalized company employees email communications, ensuring consistency and professionalism.
- Creation of accounting-related merchandise for use in events and special activities, reinforcing brand identity and fostering team spirit.

- 2017-2019 📍 Buenos Aires, Argentina
-  Accounting Controls SME & Digital Squad Lead
IBM

- Testing and analysis of internal controls to ensure functionality and suggestions for improvements. Assistance in the development of written reports to communicate results and follow-up of recommendations.
- Monitoring of all defects that had arisen during the quarter testing samples to remedy and closing all open defects at quarter-end. Focal point for non-accounting audits & Internal process reviews.
- Preparation of reports to include the non- accounting audit findings, conclusions, and recommendations.

Additional Role- Digital Squad Lead:

- Definition and production of the process definition document (PDD) for RPA & WBA solutions.
- Contact with RPA architect to ensure the development of solutions according to the business requirements.
- Data analysis to identify patterns and solutions to root causes of problems.
- Maintaining of existing automated solutions, execution of needed changes, manual re-execution & updates in a timely manner.

- 2015-2017 📍 Buenos Aires, Argentina
-  Motion Designer
Almargen Buenos Aires

- Design of 2D and 3D animation of audiovisual videos for brands such as Despegar.com, Nivea, Mercadolibre, Samsung, Fifteens, Gerbarino, Compumundo, Untref.
- Creation of material for important Argentine television channels such as channel 13, Telefe, Espn/Fox, Channel 9, America, Channel 24.
- Redesign of logos and creation of advertising scripts for brands.
- Creation of advertising materials for international brands.
- Supervision of the television channels materials to comply with the specific requirements.
- Design and animation of digital content for social networks.
- Application of UX design, visual improvement of components and updates and creation of new layout elements.

- 2015 📍 Buenos Aires, Argentina
-  Motion Designer
Magnetica Films

- Screenwriting, design, modeling and animation of 2D and 3D videos for important local and international brands.
- Direct contact with the representatives of each brand to ensure alignment and quality in project delivery.
- Planning, design and animation for important events: "Galaxia Q", Quilmes, Argentina(Cervepar, Paraguay & Bolivia, dream - Chile)integrating brands such as "Brahama", Pilsen, Quilmes, Awafrut, Eco de los Andes, Glaciar, Gatorade, Pepsi, Nestlé, Patagonia, Stella Artois, Bud 66, Budweiser, Andes, 7 Up, Corona, Pahuamar, Pepsico.
- Creation of teaser and trailer videos for promotional campaigns tailored to each brand's specifications.
- Design of visual material and web content to effectively communicate brand messaging and offerings.

- 2012 📍 Buenos Aires, Argentina
-  Motion Designer
Non Stop digital - Disney Channel

- Use of digital graphic tools to execute and create the scenic designs for Disney Junior's "Topa" productions, including titles such as "Rainbow," "I Move Around Here," and "Pedro the Navigator".
- Assistance within the art department throughout the filming process.
- Coordination with other departments within the company, such as production management, to ensure seamless collaboration.
- Collaboration with post-production team.

Courses

- 2023 – 2024

- 2024 1Q Accounting Showcase on Eliminate, Simplify and Automate – IBM
- Ignite Productivity (3Q23) – IBM
- AI Fundamentals Level 1 – IBM
- Productivity (2Q23) – IBM
- F&O Productivity Workshop – IBM

- 2021 – 2022

- Cognos Analytics tutorial – IBM
- SPSS Modeler Overview – Replay – Accounting Automation Workshops – IBM
- Topics in Design: Design Principles – IBM
- PCW Automation – How to benefit from this RPA – IBM
- The Nine Elements of Digital Transformation – IBM
- Communication Skills for the Workplace – IBM
- Effective Communication Skills – IBM

- Shadow Week: Presentation Skills - IBM
 - Power of Storytelling - IBM
 - Web Based Automation Panel - IBM
 - Presentation Coach - IBM
 - Conversation Design - IBM
 - Agile (IBM Finance New Hire Journey) - IBM
 - Feedback (3Q21) - IBM
 - People Skills - Application Training - IBM
 - Digital Transformation in IBM Accounting - IBM
- 2020
- IBM's Journey to Cloud - IBM
 - Cloud Adoption, Cloud Garage, and my Path to Becoming an IBM Fellow - IBM
 - Enterprise Design Thinking: Team Essentials for AI Course - IBM
 - Embracing Automation for a Scalable, Repeatable, and Agile Watson Development Lifecycle - IBM
 - Communicating with Impact - IBM
 - Enterprise Design Thinking - IBM
 - Why Communication Skills Are So Important - IBM
 - Common Sense in Strategy Communication: Four Lessons from Canon USA - IBM
 - Robotic Process Automation Certification - Digital Squad Leader IBM US:
 - Becoming agile toolkit-IBM
 - Progress Tool overview-IBM
 - Automation Process Description (PDD) -IBM
 - Automation Showcase -IBM
 - Legacy systems overview -IBM
 - iERP Finance module -IBM
- 2018-2019
- Cognitive Practitioner- IBM Badge
 - Enterprise Design Thinking Practitioner- IBM Badge
 - Portfolio & Market Planning - IBM Badge
 - Design Thinking: Learn from the experts - IBM
 - IBM's Agile Transformation, presented by Scrum Alliance - IBM
 - Design Thinking Animation - IBM
 - IBM Data Science Experience and how we built and run it on the IBM Cloud
 - The Role of the Technical Community and IBM's Transformation and Strategy - IBM
 - Agile@IBM
 - Agile Projects - "Risk - What Risk?" - IBM
 - Why Mindfulness Is a Superpower: An Animation - IBM
- 2017
- IGF for Watson financial Services- IBM
 - Balance Sheet reconciliation education- IBM
 - Architecting for Disruption- IBM
 - Technical Leadership in the Cognitive Era- IBM

Skills & Tools

Design

Web Design User Experience Wireframing Prototyping Testing Design System
 Design Thinking Agile Figma Sketch Adobe Creative Suite inVision Office

Development

HTML CSS/SCSS TypeScript JavaScript React Next Js VS Code Node.js
 Progress Git RPA SQL Blackline SPSS Python Cognos Visual Basic

Animation & Video Editing

Storytelling 2D Animation 3D Animation Motion Design Modeling Rigging ZBrush
 Autodesk Maya Final Cut Pro Cinema 4D 3D Max Avid Media Composer