Florencia López

UX UI DESIGNER

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Summary

I am a digital enthusiast dedicated to crafting transformative user experiences and exceptional products. With a focus on user-centered design, I create intuitive and impactful digital solutions.

Experience

UX/UI Designer

At Packapp Argentina | August 2023 - NOW (6 months)

Startup dedicated to box shipping services.

- Lead the development of PackApp's brand identity and web application, starting from scratch and guiding it through to launch.
- Designed the logo and visual brand identity, ensuring consistency and appeal across all platforms.
- Pioneered user analysis and testing methodologies, enhancing user interface design for optimal user experience.
- Collaborated with cross-functional teams to ensure seamless integration of design and functionality.

UX/UI Designer

At ROD Argentina | March 2023 - NOW (11 months)

Startup dedicated to custom web applications and landing pages.

- Performed usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes.
- Conceptualized and designed a user-centric landing page for "ROD", focusing on intuitive navigation and aesthetic appeal.
- Successfully redesigned the "IphoneShop" web app within a tight deadline of 3 days, leading to client approval and ongoing project development.

User Interface Designer

Freelance | August 2023 (1 month)

- Designed the UI for "Gitano Club" Tattoo shop website, including the landing page, appointment booking, and calendar.
- Ensured a visually appealing and user-friendly experience for seamless navigation and efficient booking.
- Prototype the "Gitano Club" website, bringing design concepts to life in a detailed and interactive model.

Education History

Advanced User Experience (UX) Design

LinkedIn | January 2024

- I acquired practical insights into UX characteristics, methodologies, research techniques, user accessibility and user centered design.

Advanced UX/UI Design

Coderhouse | June 2023

- In the Advanced UX/UI Design course, I acquired comprehensive knowledge in redesigning a website, encompassing the entire process from research to the final redesign and prototyping.

Web Development

Coderhouse | June 2023

- Building an e-commerce website prototype in Vercel with HTML and CSS, improving communication with developers and refining my UX design approach.
- Gave me a more comprehensive view of the design-to-implementation process.

Photoshop & Illustrator

Coderhouse | August 2023

- This course taught me how to create presentations in Adobe Illustrator, create icons, logotypes, mockup products and build a product/brand from scratch.

UX/UI Design

Coderhouse | November 2022

- This project was instrumental in acquiring the essential skills for UX/UI.

Skills

Design

Web Design · Mobile App Design · User Experience · Interaction Design · User-centered Interface Design · Digital Prototyping in Figma · Wireframing · Low-Medium-High Fidelity Wireframing · Mockup Presentation

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative and Qualitative Analysis · Competitor Analysis and Benchmarking · Design Strategy

Visual Design

Branding · Typography · Iconography · Stylesheets and Guidelines · Logo · Visual Identity

Software

Figma · Adobe Illustrator · Photoshop · HTML · CSS

Agile Methodologies

SCRUM · Kanban · Trello · Jira · Google Suite

Graphic Design

Brand Identity · Branding Collateral · Print Materials · Corporate Documents

Languages

English · B2

Spanish · Native