



Florencia Dominguez

PRODUCT DESIGNER | UX

LOCATION

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Argentina

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I'm a born communicologist, over time I became a designer thanks to training. I also consider myself an entrepreneur by conviction.

I am interested in the communication field, approaching this essential characteristic of the human being from different points of view. I'm particularly passionate about working in technology to solve problems that help the world become more sustainable and equal. I LOVE teaching and learning constantly!

EDUCATION

- MA in Social Anthropology**
UNSAM
2024 - Present
- Specialization in cultural industries through the digital convergence**
UNTREF
2017 -2018
- Bachelor in Graphic Design**
FADU -UBA
2010 -2016
- Bachelor in communication**
UBA
2006 -2008 (*Unfinished*)

SKILLS

- Product Design**
Sol Mesz
- From UX research to insights**
Cris Lemoine, Caro Torres - Edison
- Advance UX: Onboarding**
Mercedes Lara - Edison
- Project management with Agile methodologies and Lean approaches**
Fundación Telefonica
- Product Market Fit**
Emilia Ronchetti - Crehana
- UX/UI Design**
Coderhouse

TOOLS

HTML / CSS - Figma - Prototyping - Whimsical - Illustrator -Photoshop - After Effects -Indesign - Light Room

LANGUAGES

- Spanish: Native
- English: B2

OBJECTIVES

I would like to work in a multidisciplinary team, where my collaboration generates measurable and remarkable impact for the organization. I am interested in finding a work space that has a clear career plan, due that team leadership and coordination is my next goal to achieve.

As a professional who is trying to advance in her career path, I believe it is essential to have supportive leaders who are interested in building collective knowledge with their collaborators.

I would love to join a company that generates positive impact on society. As for my discipline in particular, my focus is to solve complex problems and transform them into easy and enjoyable user experiences.

EXPERIENCE

- Sr. Product designer | OpenPass**
2024 -Present
 - Responsible for the Wallet vertical within the Fintech as a Service solution, focused on the development of customized B2B virtual wallets.
 - Design focused on scalability, aimed at reducing the time to market for new clients.
 - Implementation of Service Blueprints, User Journeys, and co-creation workshops with clients and end-users.
 - Collaboration with product, development, and business teams in the definition and iteration of key features.
 - Use of product metrics (adoption, retention, error rates) to prioritize improvements and validate design hypotheses.
- UX Specialist | PDA International**
2021 -2024
 - Management and analysis of user insights
 - Generation and analysis of product benchmarking
 - Coordination and follow-up of the implementation of new releases with different departments
 - Presentation to stakeholders
 - Development of Information Architecture, User Flow, Wireframing, Prototyping and Testing of new assets
- Graphic design & UX/UI | Freelance**
2015 -2021
 - UX/UI design
 - Illustration.
 - Content creation and design for social media, newsletters (Mail Chimp), etc.
 - Institutional image, branding, catalogs, etc.
- Marketing & Communication | VEC**
2016 -2018
 - Content creation and design for social media, newsletter (Mail Chimp), web
 - Implementation, monitoring and development of e-commerce, Mercado Libre and Tienda Nube
 - Development of communication and design actions
 - Presentations design for commercial actions
 - Brand positioning strategy development
 - Corporate events production: Exhibitions, Demonstrations, product launching, etc.