



FLORENCIO WHITE

UX/UI DESIGNER

I'm a proactive, organized and responsible person, with good interpersonal relationships. Always with the best disposition to carry out my tasks. I am looking for a challenging position where I can continue to develop professionally.



CONTACT

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EDUCATION / COURSES

University of Buenos Aires

Industrial Design, 2017

UX Design Certificate

Coursera / Google, 2022.

Marketing Digital & E-commerce

Coursera / Google, 2023.



WORK EXPERIENCE

UX/UI Designer

Pathways, Jul 2023 - Present

- Web platform design and prototyping.
- Usability tests.
- User research.
- Information architecture design.
- Interdisciplinary collaboration.
- Design system creation.

UX/UI Designer

Focusloop, Feb 2023 - Present

- Redesign of the web and mobile application.
- User research.
- Prototyping and usability testing.
- Information architecture design.
- Personas and usability studies.
- Interdisciplinary collaboration.

UX/UI Designer

Camponuevo S.R.L., Aug 2016 - Nov 2022

- Creation of e-commerce.
- Optimization of speed and performance.
- User research through interviews and surveys.
- Information architecture design.
- Personas and usability studies.
- Design of interactive prototypes



TOOLS / LANGUAGES



English

Bilingual Oral Level. Advanced Written Level.