

PRODUCT DESIGNER (UX/UI)

Designing **scalable digital products** across fintech, SaaS, and data-heavy platforms. Focused on simplifying complex systems into intuitive user flows.

With a background in Fintech and a surgical eye for detail from my Fashion Design roots, I thrive in high-uncertainty environments—bridging the gap between business goals, technical feasibility, and user needs.

EXPERIENCE:

Product Designer - LoopStudio

Remote | April 2025 – March 2026

Selected Projects:

Fintech MVP: End-to-End Product Definition:

- Defined end-to-end user journeys for a 0-1 mobile fintech product, aligning onboarding flows with compliance constraints and reducing cognitive load during KYC processes.
- Managed technical ambiguity by defining flows for complex third-party API integrations.
- Simplified onboarding, transforming dense banking requirements into intuitive interfaces.

B2B SaaS & Internal Operations Tool:

- Redesigned operational dashboards, reducing task completion time for operations teams by simplifying data hierarchy and navigation flows.
- Resolved usability bottlenecks in legacy products via heuristic evaluations and IA redesign.
- Built a scalable Figma methodology, reducing dev rework with documented component libraries.

White-Label System Design (Gaming/Casino)

- Developed a flexible UI framework for a white-label online casino solution, balancing high-impact visual aesthetics with technical scalability for multiple brand deployments.
- Collaborated closely with engineering teams to ensure the feasibility of UI components, prioritizing modularity and ease of implementation.

EDUCATION:

Postgraduate Diploma in User Experience Design
ORT University - 2023 | 2024

Bachelor's Degree in Fashion Design
ORT University - 2017 | 2022



Florencia García

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SKILLS

- HTML/CSS
- Prototyping
- Wireframing
- User Research
- Design Systems
- Information Architecture
- User Flows

TOOLS

- Figma
- Miro
- Jira
- Notion
- Zeplin
- Basecamp
- Adobe Illustrator
- Adobe Photoshop

LANGUAGES

Spanish - Native
English - Advanced C1