FLORENCIA DANIELE

Senior UX/UI Product Designer

View Portfolio
LinkedIn
florsoledaddaniele@gmail.com
Paris
No visa required to work in the EU

Profile

I make **information-heavy web and mobile products** easy to act on. I rebuild flows around what people came to do, **test them with users**, and work closely with product owners and developers. I take part in the **whole process**, from early exploration to full redesigns, and I use **AI-augmented workflows** at every stage.

Experience

UX Product Designer *Indicius*

MAY 2021 TO PRESENT / REMOTE

FINTECH

- Redesigned **core flows of a digital banking app** (credit card, onboarding, login). For credit card management, I ran a **survey of 22 people**, **audited 20 apps** and **tested a first prototype with 5 people**. Live since April 2026, now for all customers.
- Contributing to the **UX strategy for an in-progress four-tier customer segmentation program**, working with teams across all product areas: I mapped **16 user journeys**, defined MVP screen flows and flagged logic gaps.
- Taking part in the ongoing **redesign of the design system in Figma** (components, tokens, variables).

MULTI-ROLE PENSION PLATFORM

- Redesigned a platform for **nearly 360,000 members** aged 20 to 80, across three user roles. Key information first, legally required detail on demand (**48% less visible text** on the application page), and a six-step online application instead of a download-and-print form. WCAG AA. Launched in August 2024, with **25% fewer support inquiries** the next quarter (client-reported).

EARLY STAGE AND START-UPS

- **Crafted the website** of a gaming infrastructure start-up, contributing to its **$7.6M seed funding**.
- **Designed the beta** of a game tournament platform that is live and gathering feedback from users.

ENTERPRISE CONCEPT DEMO

- Designed **benchmarking dashboards** and a **collaborative merchandising scenario** for a supply chain software concept demo, working as a pair with a senior UX consultant and alongside the data engineering team.

Graphic Designer and Digital Marketing Specialist *Les Amis Viajes*

APR 2017 TO MAY 2021 / ARGENTINA

- **Designed the new e-commerce website** and its mobile version: home, landing pages, search and buying flow, checkout, and a storytelling concept for searching travel packages.
- Improved the site with performance data (Google Analytics, Search Console, heatmaps, A/B tests) and **on-page SEO**, and ran paid media, social and email campaigns with KPIs defined for each.
- Designed the logo and landing page for the **premium and luxury travel segment**.

Education

Marketing Degree (BAC +4) *Universidad Argentina de la Empresa* 2018

Fashion Design Degree (BAC +4) *Universidad Argentina de la Empresa* 2012

Skills

Design
UX and UI design, wireframes, prototyping, design systems

Research
Surveys, usability testing, benchmarking, journey mapping

Soft skills
Problem-solving, strategic thinking, curiosity, cross-functional collaboration, iterative mindset, clear communication

Complex products
Multi-role platforms, multi-step forms, regulated environments

Accessibility
WCAG AA, accessibility and inclusion

AI workflows
Claude for research synthesis, spotting inconsistencies in a flow, structuring documentation and exploring interface variations, among other things.

Languages

English C1
French C1
Spanish Native
Mandarin Chinese Beginner

Tools

Figma, Claude, Claude Code, Miro, Framer, ChatGPT, UXCam, Dovetail, Maze, Notion, Jira

Courses

AI Workforce 2026 *Workshop by Patricia Reiners* 2026

AI for Designers *Masterclass by Patricia Reiners* 2023

Product Design for UX Designers *Edison* 2023