

Nefi Florián

Product (UX/UI) Designer

I'm a curious, creative, and passionate Product Designer (UX/UI) with experience building digital and real-world products for people and brands. I believe that design can help solve meaningful problems.

2021 - Present

Lead UI/UX Designer @ FirstBlood

I work closely with the product and development teams to maintain and develop one of the most competitive gaming platforms, creating and designing new features, understanding user needs, and creating new experiences to make the product more user-friendly.

2021

Senior UI/UX Designer @ Digital Silk

As a Senior User Experience Designer, I had the opportunity to work and design websites for different brands and companies.

2018 - 2021

UI/UX Designer - Freelance

During this time I worked on designing digital products, design systems, and digital strategies, and being a consultant for companies, people, and brands helping them to improve their digital presence.

2018 - 2021

Digital Design Instructor @ CHAVÓN, La Escuela de Diseño

At Chavón, La Escuela de Diseño I teach about User Interface and User Experience design. In each cycle, I seek that my students learn the necessary techniques to be up to date in the knowledge of Information Architecture, wireframing, design, and strategies to create better digital products.

2015 - 2018

Digital Director @ Capital

In this role, for almost 4 years, I was in charge of the digital division —specifically the UI/UX Design, Development, Data Analytics, Social and Digital Media teams—. I worked helping clients improve the digital environment of their brands, designing digital products and user experience for mobile and web applications.

2013 - 2015

Digital Project Manager @ Capital

For more than a year, I worked hand in hand with the digital development team and the clients, creating the process necessary to obtain good results in the delivery of digital products.

2009 - 2013

Interactive Designer @ Capital

I was in charge of designing web and social applications for clients and local brands. During this time I created products to create empathy between users and the new digital brands and also introduce new products and brands in the "digital world".

2006 - 2009

Art Director @ Grey

As part of the creativity and design team, my job was to design the graphic pieces for advertising campaigns. I am honored to have worked with such important global brands as Heineken and many others.

2006 - 2009

Web Designer @ Listín Diario

This was my very first position working in design. I worked in the digital department designing the user interface for the digital version of the newspaper. During this time I also implemented the design of a content management system to update the news.

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Education

Bachelor of Arts in Graphic Design

Universidad Apec

Digital Marketing

Google Digital Garage

E-Commerce Basics for New Business

Udemy

Creative Communication

Chavón, La Escuela de Diseño

Skills

UI

Visual Design / Interface Design
Design Research / UI Prototyping
Wireframing / Icon Design /
Branding

UX

User Research / User Testing
UX Audit / User Flows / UX Strategy
+ Planning / Information
Architecture

Software

Figma / Adobe XD / Sketch / Adobe
Photoshop / Adobe Illustrator /
Wordpress / HTML5 / CSS3

Human

Curiosity / Empathy / Honesty /
Organization / Collaboration /
Communication /
Open-Mindedness /
Adaptation

References available on request.