



Sofía Lorenzini

UX/UI PRODUCT DESIGNER DIGITAL CREATIVE

sofia.lorenzini@gmail.com
+1 (786) 909 6470
linkedin.com/in/sofia-lorenzini/

UX/UI designer with over 10 years of experience in the creative sector with strong visual aesthetics and a demonstrated history of soft skills.

Strengths include expert knowledge in digital content creation, marketing & e-Commerce, user journeys, wireframing, prototyping and testing MVPs through escalation of the business.

How do we best improve the value and delivery of the product, boosting our performance and maintaining integrity while doing it? Empathy, honesty, collaboration, pro-activity and a growth mindset are my essentials for an everyday workday.

TOOL SET

Design

Professional proficiency in Figma, Sketch, Invision, and Adobe Suite (Illustrator, Photoshop, After Effects, InDesign).

Project Management

Proficient in most kanban and agile tools such as JIRA, Trello, Asana, Loom.

EXPERIENCE

Product Designer | Esrock

March 2023 - Current, Hybrid, United States

- * Improve the usability and digital brand experience of the agency.
- * Design of social media ads for B2B food-service clients.

Software Product Designer | TeamStack

April 2022 - February 2023, Remote, United States

- * Oversee company corporate rebranding project, including the design of a new logo, website, and marketing materials
- * Work in cross-functional, multi-national teams with agile and scrum methodologies
- * Manage the UX/UI design team and align functionalities and feasibility of each module of the software, with the remote developer teams in India
- * Participate in and create a pitch deck for the 2022 Harvard Business Analytics Program competition winners and build materials for capital fundraising opportunities
- * UX/UI MVP software design in Figma: Wireframing, prototyping, iteration, testing, and dashboard building for AI-enabled SaaS platform to model and analyze team building and performance

Website Product Designer & Art Director | Chill Picnic

August 2021 - April 2022, Remote, Chile

- * Designed ad campaigns and worked iterations with the marketing team for social media
- * Revamped brand and website and implemented aligned strategy with seasonal sales cycles
- * Supported the team by module iterations within the website after launch and user testing

App UX/UI Case Study | BrainStation

March 2021 - August 2021, Miami, United States

- * Developed an innovative app supported by AI designed to better manage chores and relationships between household members. Implemented a scanning process to identify objects and automatically delegate tasks to members in order to ensure an efficient home life
- * Research, wire framing, prototyping and testing while producing the Design Library of the app

Website UX/UI & Art Director | WG Nutritional Coaching

November 2019 - November 2020, Santiago, Chile

- * Responsible for platform, designs, and branding in addition to digital products and services for women
- * Supervised the entire experience flow of customers for continuous improvement and scalability
- * Analyzed online customer behaviors to detect opportunities and develop new digital products; user-centered research, strategies, and creative content
- * Succeeded in implementing inbound methodologies to boost database for email marketing

EDUCATION

User Experience Design Boot Camp Certificate | BrainStation

May 2021 - July 2021, Miami, FL, United States

Digital Marketing & eCommerce Certificate Program | Universidad Adolfo Ibañez

March 2017 - August 2018, Santiago, Chile

Graphic Design Degree (BFA Bachelor of Fine Art Equivalent) | Universidad Del Desarrollo

March 2010 - January 2016, Santiago, Chile