

## Contact

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## Top Skills

product designer  
User Experience Design  
Mobile Design

## Languages

Español (Native or Bilingual)  
Inglés (Professional Working)

## Certifications

Diseño UX  
CO-UX

## Honors-Awards

Cortázar con sello propio

# Yesica Ambrosini

UX/UI Product Designer  
Mataró, Catalonia, Spain

## Summary

Hi! I'm Yesi, a passionate UX/UI product designer with a solid background in visual communication. My focus is on creating memorable experiences for users by blending creativity with a user-centric mindset.

I highly value collaborative work and enthusiastically take on leadership roles in projects, ensuring we meet established deadlines while refining every detail. My philosophy of "less is more" guides my creative process, always seeking simplicity to achieve efficient and functional products.

My leadership style is based on open and constant communication. I firmly believe in the importance of integrating the opinions of the entire team, as I consider each perspective essential for the progress and success of the project. Joining forces to achieve exceptional results is my daily motivation! #

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## Experience

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UX Product Designer  
July 2022 - May 2023 (11 months)  
San Luis, Argentina

- I coordinated the design project for the mobile app and the redesign of the website for DPIP (Dirección Provincial de Ingresos Públicos) with a multidisciplinary team, aiming to enhance the user experience. This project resulted in the optimization of tax management and filing, a significant reduction in the debtor rate, and an improvement in overall user experience quality.

- I led the design of the website for patients and medical staff, aiming to alleviate the phone lines in the medical circle and enable appointment requests without the need for phone communication, thereby optimizing waiting times.

## CAPTAR PAGOS

UX Product Designer

July 2020 - December 2022 (2 years 6 months)

Mendoza, Argentina

- Led the creation of a payment and collection management system through a web app linked to instant messaging systems.
- Contributed to the development and maintenance of the design system, ensuring a consistent brand identity and efficient design workflows.
- Iterated continuously based on user feedback.

## Sincroniza

Graphic | Product Designer

May 2020 - December 2022 (2 years 8 months)

Santiago, Región Metropolitana de Santiago, Chile

- Designed logos, branding, brand manuals, and digital content for social media.
- Led the creation of a mobile app for visualizing the status and progress of civil works, improving the experience for those involved in construction.
- Developed new features to facilitate communication and reporting on the status of the works.

## Digital House

UX Design Internship

August 2021 - January 2022 (6 months)

Argentina

- Collaborated on the "Cervecita" project, helping beer enthusiasts find the best craft beer locations.
- Led the creation of the style guide, mood board, and UI kit, ensuring visual coherence and user experience.
- Implemented data collection strategies, including interviews and user testing.

## RE/MAX Capital

Graphic | UX Product Designer

January 2019 - July 2021 (2 years 7 months)

Santiago, Región Metropolitana de Santiago, Chile

- Graphic designer specializing in merchandising, digital design, and both physical and digital advertising campaigns.
- Led the redesign of the corporate website, resulting in a significant increase in efficiency and visual appeal.

- Maintained the brand's visual identity and continuously iterated on website versions.

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## Education

### Udacity

Product Design · (February 2023 - August 2023)

### Universidad Católica de Cuyo

Licenciatura en Diseño y Comunicación Visual, Licenciatura en Diseño y Comunicación Visual · (2007 - 2013)

### Nueva Escuela de Diseño y Comunicación

Maquetador Web, Diseño Web · (2016 - 2017)

### Digital House

Curso de Diseño UX, Diseño UX · (July 2021 - January 2022)