

FLORENCIA CUEVAS

Product UX Designer - Complex Technical Systems . B2B SaaS . Financial Infrastructure

flo.productdesigner@gmail.com . [linkedin.com/in/flocuevas](https://www.linkedin.com/in/flocuevas) . Remote (APAC timezone) / Argentina and LatAm

Product UX Designer with 4+ years of experience designing complex technical systems - B2B SaaS, fintech, and Web3 financial infrastructure. Proven track record owning UX end-to-end, growing from Junior Designer to UX Lead. User-centered design, user research, wireframing, and prototyping applied to production systems, not just prototypes.

EXPERIENCE

UX/UI Designer - Open Dev Pro | 2024 - 2026

FlexiPaaS . B2B SaaS Integration Platform (iPaaS / Workflow Automation)

- Redesigned the Operations & Logs monitoring system used daily by technical teams to detect and debug integration failures - separating scan (speed) and debug (depth) into two connected, progressive-disclosure flows.
- Designed 10+ end-to-end configuration flows from ambiguous, partially-defined briefs; contributed to the Flexor Design System.
- Owned information architecture and navigation patterns across the platform as complexity scaled.

UX/Product Designer - Sherpa / Sherpa.wtf | 2023 - 2024

AI-powered automation platform (part-time, remote)

- Led UX through a startup pivot - from an AI trading assistant to a broader AI-powered automation platform - including information architecture and core landing/product flows.

UX/UI Designer - ThorFi | 2023

Eclipse (DeFi Bridge) & Capsule (NFT Marketplace) - Web3 financial infrastructure

- Eclipse: designed a high-stakes cross-chain bridge flow as sole designer within a 12+ person product team - progressive disclosure and real-time status to reduce user uncertainty before, during, and after execution.
- Capsule: identified information architecture gaps in an already-shipping product and established its first design system, delivered as a code library - supporting an estimated ~50% faster launch time and ~25% higher team productivity.

Junior UX/UI Designer to UX Lead - Xcapit | 2021 - 2023

DeFi wallet for financial inclusion, backed by UNICEF Venture Fund

- Grew from second designer to UX Lead over two years, including a period as sole UX designer; earned a seat in product decision-making.
- Designed core DeFi flows end-to-end (investments, exchanges, crypto purchases, wallet); built and maintained a lightweight design system.
- Collaborated cross-functionally beyond Product/Engineering - Marketing, Security, and Legal - as scope grew with seniority.

SKILLS

User Research . User-Centered Design . Wireframing . Prototyping . Product Design . UX Design . UI Design . Design Systems . Information Architecture . Interaction Design . Usability Testing . Heuristic Analysis . Design Thinking . Accessibility (WCAG) . Agile / Scrum . Stakeholder Management . Cross-functional Collaboration . Design Leadership

TOOLS

Figma . FigJam . Maze . Hotjar . Optimal Workshop . Framer . Claude (AI-assisted design & development)

EDUCATION

Acamica - UX/UI Design Specialization (2021 - 2022)

Foundational studies in Graphic Design (Instituto Superior Mariano Moreno) and Multimedia Design (IES) - prior to transitioning into UX/product design

CERTIFICATIONS

AI for Designers - Interaction Design Foundation (2024)

Design Systems: How to Craft Successful Components - Interaction Design Foundation (2024)

UI Design Patterns for Successful Software - Interaction Design Foundation (2024)

UX for DeFi: Designing the Financial Services of the Future - Platzi (2022)

Design Thinking - Platzi / Minds Garage (2020)

Web Accessibility - Udemy (2020)

LANGUAGES

Spanish - Native

English - Professional Working Proficiency

Portuguese - Reading Proficiency