

yesica ambrosini

UX/UI
PRODUCT DESIGNER
VISUAL COMMUNICATOR

ABOUT ME

UX/UI designer with solid experience in visual communication, dedicated to creating memorable and functional experiences. I encourage team collaboration, integrating diverse perspectives to ensure exceptional, user centered products.

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PROFESSIONAL EXPERIENCE

2024 This period, I chose to take an active break, taking advantage of perfecting myself in the SCRUM methodology. At the same time, I collaborated as a UX/UI product designer in several projects, including Som Mobilitat, CO-UX and Captar Pagos.

2023 UX/UI PRODUCT DESIGNER | RunaID - Argentina

2022

- I coordinated and designed the mobile app and the website for the Dirección Provincial de Ingresos Públicos (DPIP), resulting in the optimization of tax management and declaration, with a 50% reduction in the debtor rate.
- For the S. Luis Medical Circle, I designed the web app focused on retirees. With the platform, it was possible to decongest telephone lines, providing retirees with easy access to appointments and medical orders.

2022 UX/UI PRODUCT DESIGNER | Captar Pagos - Argentina

2020

- I designed a web app for managing collections and payments through different instant messaging systems.
- I designed several websites, including the information architecture of each of them, such as rana.la

2022 UX/UI PRODUCT DESIGNER | Sincroniza - Chile

2020

- I designed the logo, branding and digital content for social networks.
- I developed a mobile application to visualize the status and progress of civil works (BIM), improving the experience of professionals in the construction sector.

2021 UX/UI DESIGNER | Veterinaria Nehuen - Argentina

· I developed a mobile application with the purpose of promoting the adoption of adult cats rescued from the street.

2019 UX/UI DESIGNER | Oneview Healthcare

· I collaborated in the design of a mobile application for patients hospitalists together with a multidisciplinary team.

EDUCATION

Agile project management with SCRUM

Iniciativa y conocimiento para la formación SL
2024

Product Design | Udacity

2023

Master UX Design | Digital House

2021-2022

Front end developer | Nueva Escuela de Diseño

2016-2017

B. in Design and Visual Communication

Universidad Católica de Cuyo sede San Luis
2007-2013

WORKING FRAMEWORKS

Design Thinking | Design Sprint | Scrum

UX/UI TECHNIQUES THAT I USE MOST

Research. User Journey. Personas.

Arq. de la información. User Test.

Wireframes. Design systems. UI.

La Evaluación heurística.

Entrevistas y encuestas con usuarios.

Test A-B.

DESIGN TOOLS

Figma | Miró | Notion | Hotjar | Illustrator

Photoshop | Moday | Others.