

Florencia Requejo

Senior Product Designer – AI, Web, UX/UI

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Portfolio: <https://flor-portfolio-flax.vercel.app>

A summary about me

I shine combining creativity, technology, and problem-solving. With a strong foundation in web development, UX/UI design, and digital strategy, I specialise in translating complex ideas into actionable solutions that prove results.

My unique set of abilities allow me to bridge creative and technical teams to deliver seamless workflows, user-friendly designs, and innovative digital solutions.

From building websites to introducing AI-powered automation, I approach every project with curiosity, adaptability, and a focus on delivering exceptional outcomes.

My key skills

Web Development & Design

- WordPress/WooCommerce
- Squarespace
- Shopify
- UX/UI Design
- Website Optimisation (Performance & SEO)

Creative & Graphic Design

- Branding & Visual Identity
- Logo Design
- Packaging Design
- Structural Design for Points of Sale

Automation & Workflow

- Workflow Automation (Make.com, Airtable)
- AI Integration (Social Media & Process Optimisation)
- Process Streamlining & Task Automation

Project & Team Management

- Stakeholder Communication
- Cross-Functional Collaboration
- Timeline & Budget Management

Technical Troubleshooting

Career history

Senior Product Designer – AI, Web, UX/UI

October 2023 – Present

Lead the development of digital solutions by combining web design, UX/UI, and functionality with branding expertise.

Key Responsibilities

- Develop responsive websites using WordPress, WooCommerce, and Squarespace.
- Design branding assets, including logos and visual materials.
- Integrate AI tools to streamline workflows and optimise processes.

Achievements

- Delivered high-performing websites that improved client engagement.
- Automated workflows, saving clients time and improving efficiency.
- Troubleshoot and resolved technical issues, ensuring seamless operations.

Marketing Specialist & Graphic Designer at Miles Nelson

May 2023 – October 2023

Managed creative and strategic projects to enhance brand visibility and streamline communication.

- Domain & Server Management
- Technical Issue Resolution
- Assessing Feasibility of Designs/Development

Interests

- Exploring emerging technologies, including AI and automation, to improve workflows and creativity.
- Designing user-centric solutions that balance aesthetics and functionality.
- Mentoring and collaborating with teams to drive innovation and growth.

References

Available upon request

Key Responsibilities

- Created social media calendars and engagement strategies.
- Designed marketing materials, including catalogues, brochures, and packaging.
- Redesigned and maintained the company website.

Achievements

- Successfully managed the development of new website features by bridging communication between stakeholders and developers.
- Increased audience engagement through impactful social media strategies.
- Delivered projects on time and within budget.

UI/Web Designer at Storm IMC

May 2023 – September 2023

Designed user-friendly interfaces while contributing to branding efforts for a specific project.

Key Responsibilities

- Designed intuitive and visually appealing user interfaces.
- Collaborated with developers to ensure feasibility and technical accuracy.
- Developed collateral assets to support brand strategy.

Achievements

- Wrote code to bring the design vision to life and support developers.
- Delivered a project that met both aesthetic and functional goals.
- Helped strengthen the Storm brand with consistent design contributions.

Head of Digital at Mirage Visual Limited

August 2021 – October 2022

Directed all digital-based decisions and strategies to align with company goals and client needs.

Key Responsibilities

- Led the social media department and developed innovative campaigns.
- Conducted research on emerging tools and trends to stay competitive.
- Designed and developed UX/UI websites optimised for SEO and user experience.

Achievements

- Improved the company's digital presence by integrating new tools and technologies.

- Delivered marketing campaigns that boosted client engagement.
 - Streamlined workflows by introducing automation solutions.
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Senior Graphic & Web Designer at Mirage Visual Limited

March 2017 – August 2021

Managed graphic design, web development, and structural design projects for various clients.

Key Responsibilities

- Designed visual assets, including websites and marketing materials.
- Developed and maintained functional, visually engaging websites.
- Created structural displays for corrugated and permanent points of sale.

Achievements

- Successfully balanced creative vision with technical feasibility for impactful designs.
 - Delivered durable and innovative display designs for clients.
 - Strengthened brand consistency across all creative outputs.
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Senior Graphic Designer at WeThink Marketing

May 2015 – March 2017

Created visual materials and website mockups to communicate client messages effectively.

Key Responsibilities

- Designed marketing materials tailored to client needs.
- Created website mockups and brand elements.
- Delivered assets aligned with client objectives and deadlines.

Achievements

- Enhanced brand identity for multiple clients through impactful design.
- Delivered creative solutions that exceeded client expectations.
- Contributed to successful marketing campaigns.