

Florencia Vega

Product Designer · UX/UI · Strategy & AI-Augmented Design

Remote (GMT-3) | Buenos Aires, Argentina | hi@florenciavega.design

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PROFILE

Product designer with almost 4 years of experience designing web and mobile products across eCommerce, SaaS, education, real estate and healthtech, for local and international clients. I like to understand before I propose: I explore what is going on, understand the business in depth, and build solutions that make strategic sense, not just visual sense.

I own products end to end: research, problem framing, UX direction, design systems and accessible delivery (WCAG), combining a strategy-first approach with AI-augmented workflows to ship faster without losing depth. Founding designer at Beat, a human x AI product design studio I co-founded: I plug into teams as senior talent and deliver from day one.

KEY COMPETENCIES

Product & Strategy: Product Strategy | Discovery & Problem Framing | UX Direction | Cross-Functional Collaboration | Business Impact

Research & UX: User Research | Usability Testing | Heuristic Evaluation | Journey Mapping | Information Architecture | End-to-End User Flows

Design & Delivery: Figma | Design Systems | Prototyping | Responsive & Mobile-First UI | WCAG Accessibility | Dev Handoff | Framer | WordPress

AI-Augmented Design: AI-Augmented Workflows | Vibe Coding (Claude Code) | n8n Automation | Prompt-Driven Prototyping

WORK EXPERIENCE

Founding Product Designer | Beat ([beatlab.io](#))

2025 - Present · Remote

- Co-founded Beat, a human x AI product design studio, partnering with B2B/B2C startups, scale-ups and teams that need product clarity and senior design partnership.
- Own client projects end to end: discovery, user research, UX direction, high-fidelity UI, responsive design, usability testing and developer handoff for SaaS, eCommerce and startup products.
- Combine a strategy-first approach with AI-augmented workflows and automations to ship products faster without losing depth.
- Recent work: AI-powered booking conversion redesign (CMCPSI Cowork), premium wellness website (Alma Spain), UX/UI for healthtech and edtech B2B SaaS.

UX/UI Design Consultant | FV Design Studio

2025 - 2026 · Remote

- Designed and delivered web experiences for clients across retail, travel, creative industries and corporate services, ensuring clear, intuitive and cohesive interfaces.
- Built and launched multiple websites in Framer with responsive layouts, reusable components, scalable CMS structures and smooth micro-interactions.
- Provided ongoing UX consulting for international and local clients, improving content organization, structural clarity and overall user experience.
- Collaborated closely with founders and business owners to translate requirements into actionable UX decisions backed by prototypes and clear visual proposals.

UX Designer | Esto es

2024 - 2025 · Remote

- Designed and optimized 15+ digital products for eCommerce, SaaS and institutional clients, from full redesigns to new feature integrations.
- Ran 10+ research initiatives combining user interviews, usability testing and heuristic evaluation to identify friction and guide high-impact decisions.
- Created and managed modular design systems from scratch, improving visual consistency and reducing development time.
- Designed 30+ end-to-end user flows aligning usability and structure with business objectives.

UX/UI Designer | Novaz Group

2022 - 2024 · Remote

- Designed and delivered 25+ projects across real estate, eCommerce, education, finance and construction, for local and international clients.
- Developed 10+ complete brand identity and interface systems, including logos, style guides and responsive UIs for web and mobile.

- Implemented 5+ modular design systems from scratch and optimized existing libraries, reducing delivery times and ensuring brand consistency.
- Conducted UX research to support design decisions and iterated based on client feedback cycles, achieving results aligned with business goals.

EDUCATION & PROFESSIONAL DEVELOPMENT

AI for Designers, Usability, Visual Design & UX Research · Interaction Design Foundation	2025
UX/UI Certifications: Accessibility, UI Components, UX Foundations · Uxcel	2023 - 2024
UX/UI Design Career · Coderhouse	2021 - 2022

ADDITIONAL

Languages: Spanish (native) | English (full professional)
Tools: Figma, Framer, WordPress & Elementor, Google Analytics, n8n, Claude Code, ChatGPT & Gemini
Availability: Open to contract, retainer or freelance engagements