

Contact

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LOCATION
Montevideo, Uruguay

Skills

- Product discovery
- Benchmark and research
- Flow and interface design (UX/UI)
- User journeys and user flows
- Prototyping and user testing
- Content strategy, voice and tone
- UX writing and microcopy
- Component documentation
- AI-powered content and prototyping
- Triad work with product and engineering

Tools

Figma · FigJam · Claude · Codex · Photoshop · Illustrator

Languages

Spanish · Native
English · Intermediate

Florencia Ruiz Díaz

PRODUCT DESIGNER · UX CONTENT

Product Designer with 4 years at Mercado Libre, in the **Marketplace** area, where I led projects end to end in consumer products and internal tools: from discovery and research to UX/UI design, prototyping, user testing and handoff. I worked in a triad with product and engineering, starting from PRDs to define benchmark, research and brief.

I design thinking about flow and language at the same time. My background in creative copywriting gave me a craft with words, and today I combine it with AI (Claude) to prototype and validate with users faster.

Work experience

Product Designer & UX Content — Oct 2022 – Oct 2026
Mercado Libre · Marketplace area

Started in UX content and grew into a hybrid design and content role.

- **Two fronts within Marketplace:** user communication strategies (push notifications, emails and WhatsApp) and design of Mercado Libre's internal tool for creating those communications.
- **Role growth:** I started out pairing with designers from the content side and moved on to leading tracks autonomously, owning content and design end to end through handoff.
- **Discovery:** triad work with product and engineering; starting from the PRD, I defined the benchmark and research needs, wrote the brief and kicked off the discovery phase.
- **UX and UI design:** flows and user journeys, interface architecture and component documentation.
- **AI prototyping:** prototypes in Claude for user testing and in Figma for quick validations within the team.

Senior Creative Copywriter — Apr 2022 – Sep 2022
DDB

Senior Creative Copywriter — Feb 2021 – Mar 2022
PIMOD

Accounts: Car One, Campiglia Pilay, FNC, DAC, INAC, among others.

Creative Copywriter — Jan 2018 – Feb 2021
Ogilvy

Accounts: Mercado Libre, Samsung, Antel, Santander, Scotiabank, Grupo Disco, among others.

Creative Copywriter · Pinky — Feb 2016 – Dec 2017
Community Manager · EMB Partner — Sep 2014 – Dec 2017
Community Manager · Cero Negativo — May 2013 – Jun 2014

Education

Advanced UX/UI Design · Coder House — Jun – Oct 2022
UX/UI Design · Coder House — Jun – Oct 2021
Creative Design & Audiovisual Production · Escuela Carne — 2014
Copywriting & Art Direction · Brother — 2013
B.A. in Communication · Universidad ORT — 2009 – 2013