Florencia M. Chavez

Wordpress Web Designer | Digital Designer | Web Content Manager | UX Writer

Córdoba, Argentina. | +54 3546 – 514337 | chavezflorencia.m@gmail.com | Portfolio Linkedin

About me.

Passionate about web design and the search for easy and creative solutions.
My beginnings as an autodidact and the experiences accumulated in these last 4 years make me an expert in the design and development of WordPress websites, as well as in the management of effective web content. With a user-centric approach, constant research into trends and a desire to keep learning, my goal is to create an impact through intuitive interfaces and digital products with relevant content.

Experience.

UX Writer - Conversational interface analyst.

Telemercado SRL. | May 2022 - Present

-Collaboration with information and development teams to create informational and user-oriented help content.
-Optimization of the language and the structure of the interface to improve usability and clarity of the message.
-Content testing and analysis of results to continuously iterate and improve the user experience.
-Load data in Dialogflow
-Creation and update of intentions and response flows.

Wordpress Web Designer | Web Content Manager

Freelance |June 2019 - Present

-Strategic management and creation of attractive and relevant web content
-Implementation of SEO strategies and keywords to improve positioning in search engines.
-Design and development of attractive and functional websites in WordPress,
-Customization of WordPress themes and plugins
-Optimization of the loading speed and accessibility of the website.
-Content performance monitoring and analysis
-Landing page creation

Skills.

- Wordpress Web Design
- Web content managment
- UX/UI design
- Wireframing
- Functionality

- Ability to work independently
- Problem resolution
- Analytical capacity
- Effective communication
- Flexibility / adaptability to changes

Programs & Tools

- Wordpress, Elementor
- Adobe Illustrator ,
- Adobe Photoshop
- Figma
- Filmora
- Canva

Lenguages

- Spanish- Native
- English- B2 level

Education.

Degree courses

- 2017 Postgraduate Computed Axial Tomography

Cordoba National University | Medical Technology School

- Bachelor of Bio-Imaging Production | February 2013 - March 2017

Certifications.

Google Activate

- Fundamentals of Digital Marketing | in course.

Domestika

- UX Writing | May 2023- June 2023

Coderhouse

UX/UI Design Advanced | July 2021- Septiembre 2021

Coderhose

UX/UI Design Fundamentals | March 2021-Julio 2021