

LUISINA DORSI

CONTACT

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EU Citizen (Italian passport)

— **Open to relocate**

Madrid, Spain

PRODUCT DESIGNER (UX/UI) | AI + GIS + HUMAN-CENTRED DESIGN

with 5+ years of experience across Spain & Argentina, bridging UX, storytelling and geospatial thinking to turn complexity into intuitive digital experiences. Skilled in end-to-end product design, design systems, accessibility, user research and AI-driven workflows. Particularly interested in consumer products focused on wellbeing, sustainable mobility and travel experiences that improve people's daily lives.

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CORE EXPERTISE

- End-to-end Product Design (Discovery/Delivery)
- Responsive Web Design · Interaction Design · UI Design
- User Research · Usability Testing
- Design Systems · Accessibility (WCAG)

DIFFERENTIATORS

- AI-assisted design workflows (faster iteration & ideation)
- GIS + Spatial Thinking (map-based interfaces, data visualisation)
- Storytelling & Narrative UX (content + meaning)

TOOLS

- Figma (Design + Prototyping) · Miro · MidJourney · ChatGPT · ArcGIS · QGIS

LANGUAGES

- Figma (Design + Prototyping) · Miro · MidJourney · ChatGPT · ArcGIS · QGIS

WORK EXPERIENCE

Product Designer (UX / UI) | AI-assisted Design

GFT IT Technologies, Spain (May 2022 - Present)

- Lead end-to-end product design for a complex **web-based digital product**, from discovery and research to high-fidelity UI and developer handoff.
- Designed and optimised user flows and information architecture across key journeys (onboarding, forms, multi-step processes) to reduce friction and improve task clarity.
- Conducted user-centred activities such as usability testing, heuristic evaluations and stakeholder workshops to validate design decisions.
- Applied **accessibility best practices (WCAG)** to improve inclusivity and overall product quality.
- Integrated AI-assisted tools (Midjourney, ChatGPT, Galileo) to support ideation, optimise workflows and accelerate design iteration.
- Co-founded the **Design Studio Academy**, mentoring designers and promoting continuous learning across the team.

Freelance UX/UI Designer

Kiabit Solutions, Argentina (Dec 2020 - May 2022)

- Designed **ExploreAR**, an AR mobile experience, defining user flows, wireframes and interactive prototypes.
- Redesigned end-to-end UX/UI for mobile applications, improving navigation and overall usability.
- Delivered UX/UI redesigns for **CEAMSE Comunica App** and **Dinactenica App**.

GIS Analyst

Serman & Asociados, Argentina (Oct 2016 - Feb 2021)

- Built geospatial data visualisations and map-based insights to support decision-making in infrastructure and energy projects.
- Worked with **ArcGIS / QGIS** to manage datasets, produce visual outputs and communicate complex information clearly.

EDUCATION

• **UX/UI Design Bootcamp** Digital House, Argentina (Jul 2019- Dec 2019)

• **Design & Product courses** Interaction Design Foundation, Founderz

• **Architect** Faculty of Architecture and Urbanism UNLP, ARG (February 2008 - December 2014)