

Florencia Carrillo del Pino

Senior UX/UI Designer

Complex platforms · Configurable systems · Phygital experiences

Madrid, Spain · flor.cdp@gmail.com · linkedin.com/in/florenciacdp · florencia-carrillo.vercel.app

EXPERIENCE

POAP Studio — Design Lead OCT 2023 – PRESENT
PARIS, FRANCE · REMOTE

- Led end-to-end UX/UI design across **20+ phygital activations** for global brands in luxury, finance, sports and gaming — Cartier, Oracle, Sibos/Swift, Hugo Boss, Shell, MetaMask, Aston Villa FC, Ubisoft and Mahou — coordinating with clients, development and production teams from brief to implementation.
- Designed a **gamification platform for Cartier**: a sales incentive system with achievement mechanics, individual and team leaderboards, and reward tiers.
- Designed **POAP Passport** and its Minting Journeys, a modular platform integrating wallet connection, identity verification, blockchain interactions and eligibility logic, making complex Web3 processes approachable for non-technical users.
- Defined the information architecture and interaction patterns as the Passport backoffice grew to support unlock rules, prize inventory, points systems, categories, group leaderboards and location-based experiences.
- Led the UX/UI design of **Sibos Quest** for three consecutive editions (2024–2026), reaching 10,000+ participants annually: collectible systems, physical touchpoints (totems, NFC lanyards) and, in 2026, the Journey Credential concept.

Cryptoplaza — UX/UI Designer MAR 2023 – OCT 2023
MADRID, SPAIN

- Designed the first version of POAP Passport and its backoffice: a white-label platform with a scalable theming system (fonts, colours, logos, collections, prizes and eligibility logic) that became the foundation for the product's later evolution.
- Designed two phygital NFC activations: a collection experience at Movistar Estudiantes basketball games (NFC card, totems and an animated explainer screened at the venue), and an exclusive collection experience for **Porsche 911 GT3 RS** owners.
- Ran research and wireframing for early-stage products: FluidSense (content distribution on Lens via Superfluid) and personalised NFC networking cards (MeetMe Cards).

timbrit / HolaPepa — Graphic Design Specialist JAN 2020 – FEB 2023
MADRID, SPAIN

- Designed product features including grace-period logic for lapsed professional subscriptions, subscription funnel improvements for timbrit, and the appointment booking flow for HolaPepa.
- Worked with Product on UI improvements through iteration and validation.
- Digital and traditional campaign design for acquisition, brand awareness and growth across two concurrent startups in one group.

Centenario & Sarmiento Shopping — Lead Graphic Designer JUL 2015 – OCT 2019
CORRIENTES, ARGENTINA

SHOCK — Graphic & Web Designer DEC 2012 – APR 2015
CORRIENTES, ARGENTINA

PROFILE

Senior UX/UI Designer with 14+ years across digital, visual and experience design. Specialised in complex interfaces, configurable systems and phygital experiences, end to end: information architecture, interaction design, developer handoff and post-launch iteration.

SKILLS

- UX/UI and interaction design
- Prototyping and wireframing (Figma)
- Scalable UI and configurable systems
- Gamification and loyalty UX
- Web3 / blockchain UX
- Branding and visual design
- Motion design
- Working knowledge of HTML / CSS

TOOLS

Figma · Adobe Illustrator · Photoshop · InDesign · After Effects

LANGUAGES

Spanish Native
English C2, Cambridge Grade A

EDUCATION

Master's Degree in Web Design & Multidevice Programming
ESdesign / Universidad Internacional de Valencia
2016–2017 · BARCELONA, SPAIN

BA in Graphic Design
Universidad Nacional del Nordeste, FAU
2009–2012 · RESISTENCIA, ARGENTINA

AWARDS

ETHGlobal Lisbon 2023 — Treasury DAO
Four sponsor awards: Uniswap Foundation, Aave Grants DAO, The Graph and Chainlink.

Finalist, Best Master's Thesis — ESdesign Barcelona
Verboamérica · Class of 2017

Second-highest GPA in the programme's history
UNNE FAU · Class of 2012/2013