



Florencia Candini

Senior Brand Designer | Brand Strategy & Culture

Personal Profile

Throughout my career in design and marketing, I've transformed ideas into compelling visual narratives. My work spans from building and evolving brand identities and positioning, and collaborating with leadership to define strategic direction, to managing social media channels, shaping internal culture through creative initiatives, and driving external brand experiences—such as websites that reflect the brand's vision. One of my standout skills is effective project management, seamlessly connecting teams and stakeholders to bring brand strategy to life. This, paired with my passion for design and commitment to continuous learning, positions me as a versatile professional capable of handling both detailed design execution and broader strategic goals. As I progress in my career, I'm attracted to roles where my design expertise and leadership can truly shine.

CONTACT

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EXPERTISE

- Graphic Design
Branding
Marketing
Project Management

SOFTWARE KNOWLEDGE

- Adobe Creative Suite
Canva
Monday (PM Software)
Microsoft Suite
Square Space
WordPress
Hubspot
Chat GPT, Open Code
Adobe Firefly, Midjourney
Figma, Figma Make
Visual Studio Code
DALL-E, Nano Banana

PERSONAL SKILLS

- Creativity
Team building
Communication
Problem Solving
Project Management
Leadership

Work Experience

SENIOR BRAND DESIGNER

Qount | Mar. 2025 - Present | 1 Year
Plano, TX, United States

Branding and Identity

Led the creation and launch of Qount's new strategic visual identity, aligning design direction with business positioning as the world's first Practice Intelligence Platform. Collaborated closely with leadership to define brand architecture, tone, and expression for a bold and cohesive relaunch.

Web and Digital Design

Designed and implemented the company's new website, focusing on cohesive visual execution across layout, color, typography, iconography, and imagery—ensuring alignment with Qount's brand identity and enhancing overall user experience.

UI/UX Design

Contributed to the interface design of Qount's Learning Management System (LMS), maintaining consistency with the brand's visual system while enhancing user experience through thoughtful layout and interaction design.

Brand Mascot (QAI)

Led the visual development of QAI, Qount's AI-powered assistant, including mascot conceptualization and design execution. Ensured visual cohesion across marketing, digital, and product touchpoints to represent the brand's intelligence and innovation.

Marketing Materials and Events

Created visual assets and branded materials to support product launches, industry events, and webinars—ensuring consistent brand application across multiple channels and formats.

Strategic Collaboration

Worked cross-functionally with product, marketing, and executive leadership to translate strategic objectives into brand-aligned visuals. Participated in defining creative direction and storytelling across platforms.

SENIOR BRAND DESIGNER

iTech AG | Jun. 2021 - Feb 2025 | 3 Years 10 Months
Arlington, Virginia, United States

Branding and Identity:

Drive the continuous evolution of iTech AG's brand identity, managing logo redesigns, and refreshing brand guidelines with contemporary elements to uphold a dynamic company image.

EDUCATION

University of Buenos Aires

Graphic Designer

2015-2020

Subjects studied with an orientation to Web Design, Marketing, Project Management, Institutional Identity Design and photography.

Platzi, Online Platform

Photoshop Course

2020

Knowledge acquired: photo editing and retouching in Photoshop and Camera Raw, Workflow automation masks.

University of Buenos Aires

UX Digital Product Design Course

2020

MVP. Design Thinking Methodology. Storytelling. UXcontent. Design patterns and mobile interaction. networks, APIs, operating systems. Usability test. Nielsen Heuristics Teachers: Managers at Mercado Libre.

University of CEMA

Brand Manager Program
2025

Udemy

Adobe Firefly: Become an Adobe Firefly Expert

2025

Organisational Culture Change Training - Management Skills

2024

Master Your Personal Brand Like a Marketing Pro

2023

IxDF - Interaction Design Foundation

IxDF Membership Certificate

LANGUAGE

English | Full Professional Proficiency

Spanish | Native

Web and Digital Design:

Oversee the company's digital footprint across CMS platforms, curate website content, and lead social media advertising campaigns to bolster brand awareness and promote key events, complemented by in-depth metrics analysis.

Social Media Strategy:

Manage the social media communication calendar, design and deploy engaging content for LinkedIn and Facebook that aligns with strategic brand initiatives.

Culture and Employee Engagement:

Collaborate with the HR Director to lead and develop employee engagement initiatives, focusing on creating visually compelling materials for social media and internal channels, such as an internal newsletter or employee spotlights.

UI/UX Design:

Contribute to the user-centric design of iTech AG's internal portal, ensuring the interface embodies the brand's ethos and facilitates an intuitive user experience.

Production and Post-production:

Direction of video animation and external vendor collaboration, managing corporate image editing and leading branding efforts for new employee onboarding.

Collaboration and Management:

Engage with key departments, using tools like Monday, Microsoft 365, Adobe Suite, Canva, Squarespace, and WordPress to streamline design and project tasks.

Mentorship:

Guide and integrate Graphic Designers into the team, providing mentorship that aligns with the brand's vision and quality standards.

PRO GRAPHIC DESIGNER

Design Pickle | Feb. 2021 - Jun. 2021 | 5 Months

Arizona, United States

Designed a wide variety of graphic assets for international clients across industries such as B2C product vendors, healthcare SaaS providers, security services, event planning, ticketing platforms, and functional medicine. Collaborated directly with clients via Slack, ensuring smooth communication and alignment.

Created display ads, digital and print brochures, packaging labels, T-shirt designs, trade show materials, social media graphics, email headers, and outdoor signage. Designed banner ads optimized for Google, Facebook, and other social media platforms. Delivered e-commerce visuals, logos, advanced infographics, GIF animations, and light website or landing page designs. Managed presentation design with a strong focus on brand consistency and guidelines.

GRAPHIC DESIGNER

Freelance | Jan. 2017 - Jun. 2021 | 4 Years 6 Months

Buenos Aires, Argentina

Developed visual identity for SMEs across sectors including IT, health, gastronomy, etc.

Crafted brand manuals, banners, web apps (HTML & CSS), followed UX/UI material design, and designed PPTs.

Managed social media campaigns, video editing, magazine layout, photography, and more.

GRAPHIC DESIGNER

Wobiz | Dic. 2020 - Feb. 2021 | 3 Months

Buenos Aires, Argentina

Designed e-commerce web pages for Latin American SMEs, both desktop and mobile versions.