

Florencia Ravitti

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Design leader with 10+ years of experience driving product strategy and shipping end-to-end design work in B2B SaaS. I lead teams from early discovery through post-launch iteration, connecting user needs with business outcomes. Currently shaping what's next at Mural on the Next Generation team.

EXPERIENCE

Lead Product Designer, Next Generation

Mural | 2025 – Present

- Leading design for Mural's forward-looking product team, responsible for identifying and validating new product directions through rapid discovery and prototyping.

Lead Product Designer, Engagement

Mural | 2023 – 2025

- Led the complete redesign of the sign-up flow, resulting in a 10.8% increase in sign-up conversions in one quarter.
- Created and led a company-wide Design Thinking program that 1,000+ employees across engineering, product, marketing, and sales completed, raising the organization's design maturity.
- Collaborated cross-functionally with engineering, data, analytics, and product leadership to define strategy, roadmaps, and priorities.

Senior Product Designer, Canvas

Mural | 2019 – 2023

- Redesigned the entire diagramming experience, reducing average diagram creation time and increasing diagramming feature adoption after launch.
- Led design for the canvas UI redesign, modernizing a ten-year-old interface without breaking the layout of the boards users had already built.
- Designed and shipped features across web, iOS, and touchscreen devices, working closely with engineering to navigate cross-platform constraints.

Designer

Conway and Partners | 2018

- Designed digital products for US-based clients across a range of industries.
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SIDE PROJECTS

Pausa – AI Journaling App

Co-founder and Designer | 2024

- Co-founded and designed an AI-powered journaling app from scratch, now live on iOS. Handled product strategy, UX, and visual design.
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EDUCATION

MFA, Communication Design – University of Buenos Aires, 2018 – 2022

BA, Graphic Design – University of Buenos Aires, 2010 – 2015

SKILLS & TOOLS

Figma, Adobe Creative Suite, Framer, HTML/CSS, Amplitude, Tableau, Databricks, SQL, Jira, Linear, UserTesting, Dovetail
| Product discovery, interaction design, prototyping, usability testing, stakeholder management | Spanish (native), English (fluent), French (conversational)