

Florenca Ravitti

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Design leader with 10+ years of experience driving product strategy and shipping end-to-end design work in 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.
- Shipped an MVP that is already being used by existing Mural customers, taking it from concept through research, design, and launch.
- Mentoring designers across teams and contributing to the growth of Mural's design practice.

Lead Product Designer, Engagement

Mural | 2023 – 2025

- Led the complete redesign of the sign-up flow, resulting in a 6% increase in sign-up conversions in one quarter.
- Redesigned dashboard navigation, reducing user complaints about finding their murals and improving content discoverability.
- Mentored junior designers and partnered with 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 by 13% and increasing diagramming feature adoption by 17% within six months of launch.
- Led design for the canvas UI redesign, improving visual consistency across 20+ widget types and reducing UI-related support tickets by 25%.
- Created and led a company-wide Design Thinking program that 1,000+ employees across engineering, product, marketing, and sales completed. The program still runs as part of company onboarding.
- Designed and shipped features across web, iOS, and touchscreen devices, working closely with engineering to navigate cross-platform constraints.

Product Designer

Maxirest | 2017 – 2019

- Introduced user-centered design practices to the development process and redesigned the core mobile application flow, improving task completion rates for restaurant staff.

UX Designer

Conway and Partners | 2016 – 2017

- 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

LUMA Practitioner of Human-Centered Design – LUMA Institute, 2021

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)