



MATT FLORES

Summary


I'm a highly motivated and skilled Junior UX/Product Designer with a passion for creating exceptionally fun and engaging user experiences. Experienced and proficient in different design and front-end development tools.


I am committed to delivering innovative solutions that enhance user satisfaction and drive business growth. My strong ability to collaborate with cross-functional teams translates complex requirements into intuitive designs.

Contact Information

 [LinkedIn - Portfolio](#)

 Madrid

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 matias.flores15@hotmail.com

➤ Passport: Spanish/Chilean

Languages

- English: Bilingual.
- Spanish: Native.
- Dutch: A2.

Work Experience

Netherlands:

2019 - 2026

- IT Industry:

≡ **Lead Product Designer – Diploma B.V.**

Led the end-to-end product design and brand strategy for an AI-driven MedTech startup, acting as the strategic bridge between complex algorithmic capabilities and high-pressure clinical realities.

- **Strategic Alignment:** Paused initial UI development to resolve internal stakeholder dissonance, leading a foundational branding phase that established a unified, medically trusted visual identity.
- **Complex UX Translation:** Transformed dense, hospital-grade data into an intuitive "Decision Filter" interface, empowering medical professionals to make safe, legally defensible triage decisions under strict time constraints.
- **Agile Research & Validation:** Navigated severe target-user unavailability during a healthcare staffing crisis by engineering resourceful research pivots. Utilized specialist proxies to establish a ceiling of clinical safety before successfully validating the final workflow with primary care users.

≡ **UX Design & Front End Developer at Logichainge**

I was responsible for designing and developing the Groupage Transport Management System (TMS) module within their new Software as a Service (SaaS) platform. This involved creating front-end flow, wireframes, final designs, and integrating them with back-end API endpoints. My role focused on delivering high-quality, scalable code to automate and streamline groupage transport management for logistics professionals.



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- Logistics Industry:
 - ≡ Returns processor for DSV.
- Hospitality Industry:
 - ≡ Housekeeping position at Van der Valk Venlo.

Spain - Chile:

2009–2019

- Hospitality Industry:
 - ≡ Worked in managing positions as a sommelier and a field manager with people under my command and the specific tasks for such positions.

Education

Fontys Hogeschool Eindhoven

HBO - ICT, Media Design · (2021 - 2025)

