ANDRÉS PÉREZ FLÓREZ



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EXPERIENCE

Freelance Senior Product Designer — 2023 – Present
Through my studio, Perez Florez Studio

Dotworld · Fileworld (Current) — 2026 – Present
- Redesigned the PDF Editor on desktop and mobile: visitors who start editing went from 46% to **79%**.
- Tested demand for an AI Agent with a fake door (46,000 users asked for it), then designed it.
- Ran **AI-moderated** usability tests (Listen Labs) and analyzed acquisition and checkout funnels, A/B tests included.
- Built prototypes in code with **AI**, designed native iOS flows, and led design QA with the developers.

BNP Paribas — 2023 – 2025
- Long-term collaboration, through Zenika from 2019, then directly from 2023.
- Led discovery, interviews and co-design workshops with Sales, Credit Analysts and Credit Officers.
- Designed one credit workflow for 3 roles, used by 1,200 employees: **3 weeks** per request instead of 2.5 months.

Senior Product Designer — 2022 – 2023
PayFit
- Owned research to delivery for salary payment, Salary Advance and expenses, in a designer and PM pair.
- Ran user research in English, French and Spanish.
- Salary Advance: **+30%** company adoption, 2× weekly activations.

Senior Product Designer — 2021 – 2022
Meetic
- Led discovery across squads, plus design audits and user research.
- Found engaged users who wouldn't subscribe. That led to Love Note: **22%** of buyers later subscribed, and 12 of 12 testers understood the offer.

Product Designer, then Senior — 2016 – 2021
Zenika
- UX audits, co-design workshops and 2-week MVP sprints for Club Med, Enedis, Safran and Stonal.
- Mentored designers and managed a design intern at Zenika Labs.

EDUCATION

Master's, Design & Innovation
Arts et Métiers / Strate · 2013

Industrial Design
Pontificia Universidad Javeriana · 2010

CERTIFICATIONS

Data-informed PM
Thiga Academy · 2022

Contentsquare Fundamentals
Contentsquare · 2021

Design Sprint Masterclass
AJ&Smart · 2018

SELECTED WORK

PDF Editor	Fileworld
AI Agent	Fileworld
Love Note	Meetic
Salary Advance	PayFit
Credit Approval	Global bank

See the cases at perezflorez.com

SKILLS

Product analytics · Conversion · User research · Usability testing · AI prototyping · AI-moderated tests · Native mobile

LANGUAGES

English	Bilingual
French	Bilingual
Spanish	Native