



*Flor Diniello*

**Curriculum Vitae**  
& relevant projects

Oct. 2025



# Flor Diniello

Strategic Creative Leader | Master of Adaptability

Multidisciplinary professional bridging creativity, design, strategy, and execution to drive innovation in fast-paced environments. With 14+ years spearheading projects across tech, education, and global design initiatives, I excel at transforming ambiguity into action.

## MY IMPACT— Right from the Start

- *I'm an enabler: I can lead and inspire teams and bridge stakeholders.*
- *As a creative and analytical problem-solver, I aim for innovation.*
- *Master of adaptability, transform uncertainty into opportunity.*

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+46 0 7073 2520 4

## PROFESSIONAL EXPERIENCE

### 2024 > Business Manager at Wiruk

Responsible for strategic planning, operational oversight, financial management, and team leadership for Wiruk portfolio of clients.

### 2023 > 2025 AI Product design - MBA Thesis Project

AI Product design and MVP development  
MVP developed for AI personalized coach for educators and students. Product validation in process for thesis validation. <https://flordiniello.com/sparkcoach/>

### 2021 - 2024 Head of Customer Success

Noodl (Future Platforms AB) | Malmö, Sweden  
Achieved a promotion in 1 year from Design Technologist to develop and led the Customer Success area. Developed and implemented efficient Hubspot pipelines for filtering our lead customer base, significantly improving the follow-up rate by 75% and reducing team efforts. Integrating Hubspot, Stripe, and Mixpanel metrics. Led a 3-member training team for SIs and Partners, generating an 80% repurchase rate on training services.

### 2019 - 2021 Project Manager

**MRKRL (Sweden) + 3Trees (China):** Successfully delivered a high-complexity filmic product sponsored by Beijing Olympic Games. Within 2-months short deadline and limited budget, managed a team of 23 people in 6 teams, and in 4 time zones.  
**Legehuset AB (Contracted) | Stockholm, Sweden:** Team leading and project management of 5 people team, for updating branding, website and brand system. Product design, and manage implementation for customized B2B booking system for Apple and TV4.

### 2012 - 2020 Junior Designer > Design Management

Delivered 35+ branding, editorial and printing, web and digital products. Achieve 75% client retention from 2 to up to 8 years in tech, healthcare, textile production, education, and retail, with . Managed globally 10-member teams.

### 2012 - 2025 University Lecturer and coach - Argentina

Lecturer at different institutions | UADE, UTN, UP, USaI, UFlo  
During 13 years I lectured over 20 courses at different universities in UX, HTML/CSS, and design theory; pioneered e-learning education in UX and IxD for more than 4000 online students. Trained 4 academic assistant. Coached and coordinated 8 teachers on online education, curriculum design, and writing of academic content.

### 2014 - 2016 Business Developer

Textile Production Company: Uyuni  
Led end-to-end development of garment production, managing the supply chain from design conceptualization to wholesale distribution. Sourced and negotiated with suppliers and workshops, optimizing costs while maintaining quality standards.

## EDUCATION BACKGROUND

- 2023 > 2025 **MBA Innovation, Sustainability, Tech** (90 ECTS) Tomorrow University Germany
- 2023 **Coaching and self-leadership** (ACTP/ICF ) Learn Coaching - Scandinavia
- 2014 - 2016 **Visual Communication Design - Master**, University of Rosario - Argentina
- 2012 - 2013 **Executive Program on Project Management** (PMI -UTN) - Argentina
- 2012 - 2013 **Pedagogy studies + 1 year practicum** - University of Palermo - Argentina
- 2006 - 2011 **Bachelor in Graphic Design** Palermo University - Argentina
- 2005 - 2006 **Gastronomy technician + 1 year practicum** IMACH - Argentina
- 2002 - 2006 **Electronic Engineering** (60% complete) UTN - Argentina

## LANGUAGES

Spanish: Native      English: Full Professional  
French: Intermediate      Swedish: Beginner

## TECHNICAL SKILLS

**Digital Design** | Adobe Package expertise, proficiency in illustration and digital art, animation and video editing. 3D Blender.

**UX Design** | Figma. IxD, UI, User-centered design, Wireframing & prototyping, Design thinking, Journey maps and flows, Design systems.

**Web development** | Proficiency in HTML, CSS, CMS (WordPress, Webflow), Responsive design, SEO, Git

**Programming languages** | Advance beginner: C++, PHP, MySQL, PHP, JavaScript

**Others** | LMS(Moodle), CRM (Hubspot,Salesforce), Project Management tools, Advanced Excel, Stripe, A/B Testing, Mailing, Analytics.

## SOFT SKILLS

- Creative mindset, problem-solving, and project-management skills. I'm a spreadsheet fan, that loves experimenting with formulas.
- Talented in managing resources and time and working well with deadlines and scopes. Working in a kitchen made me stronger.
- With Argentinean roots of charisma, I have stellar communication skills and ease of engaging with stakeholders, roles, and cultures.
- I love people. I am a coach and can motivate, inspire, and lead teams with different skill sets and personalities.
- Fast learner who can shift focus when needed and stay calm under pressure.
- I'm a baker (cupcakes make everyone happy); I also enjoy expressing myself through illustration and watercolor.



**Role:**  
Business Manager

**Responsibilities:**  
*Product Strategy & Alignment*

- Defined the business objectives that the platform must achieve.
- Ensure all technical development aligns with commercial goals, client needs, and ROI.

*Stakeholder Management*

- Responsible of being the liasson between developers, product managers, and external stakeholders
- Collect feedback from clients and partners and translate it into clear requirements.

*Project & Resource Oversight*

- Prioritize features according to business value and Sprint review.
- Monitor timelines, budgets, and deliverables with the Product Owner.
- Identify operational risks and propose mitigation plans.

*Adoption*

- Coordinate onboarding, training, and change management for dealers and users.
- Measure and undertand adoption rates and propose strategic improvement.

*Performance*

- Track KPIs such as cost savings for dealers, user satisfaction, and revenue growth.
- Ensure compliance with financial and data protection policies.

**Projects:**

**Project 360**



## Project 360

The project is deployed under a progressive development strategy aligned with the Minimum Lovable Product (MLP) framework. Each release will be a fully functional module with its own objectives, dependencies, and deliverables.

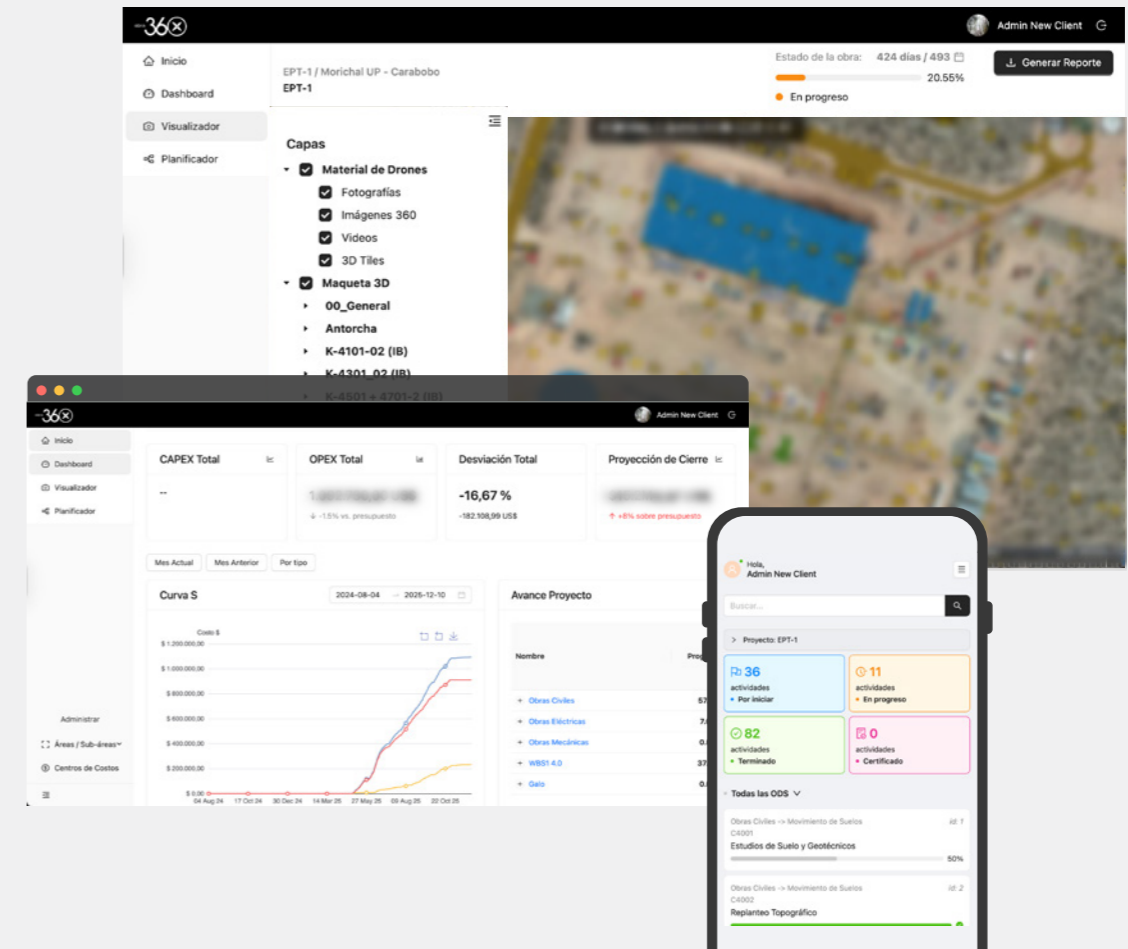
The platform is designed to enable comprehensive digital oversight of construction projects, to evolve into an intelligent, predictive system that unifies planning, execution, and visualisation.

**Key features include:**

- Interactive 3D Dashboard: Real-time visibility of project progress through an interactive 3D model enriched with external data from Axsol (Desktop)
- Remote Access via App
- Digitilised Reporting & Traceability

**Technology Stack:**

- Supabase (service – Postgres, PostgREST, RPC Functions, Edge Functions, Storage API)
- Refine.dev (React.js)
- Vercel
- OpenAI
- N8N
- WhatsApp API
- SendGrid
- Cesium Ion: 3D geospatial data
- AXSOL REST API





https://www.credinet.com.ar/

Credinet is a modular platform for the origination and management of secured auto loans, engineered to transform the financing experience in both multi-brand and independent dealerships. The solution combines a conversational orchestration layer via WhatsApp with a robust back-office operation, enabling a scalable transition from a B2B to a B2B2C model while removing key friction points in the lending process.

Core capabilities include integrations with credit bureaus, the InfoAuto pricing platform for real-time market data, digital identity verification and e-signature, and automotive insurance procurement through APIs to secure the most competitive options available.

### Modules

> **WhatsApp Bot for Car Dealer**

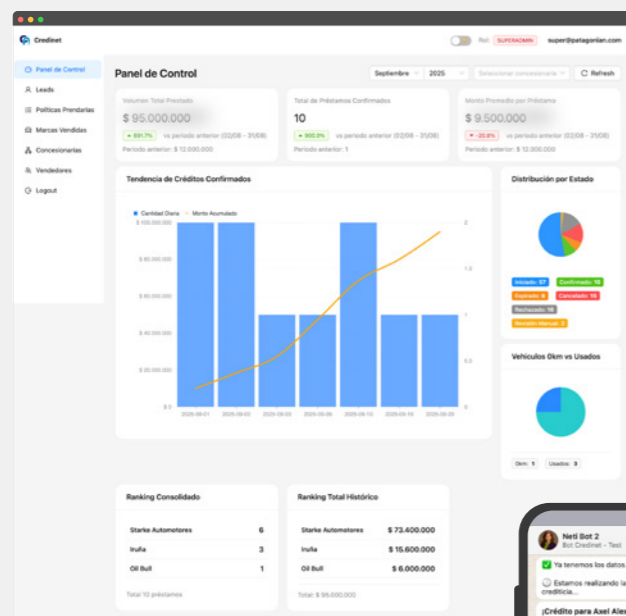
> **Back Office**

- Multi-tenant system for dealers
- Multi-level dashboard for different roles
- Policy adjustments and personalization
- Accounting module for Credinet.

### Integrations

BeSmart: Credit score evaluation

InfoAutos: Car market prices

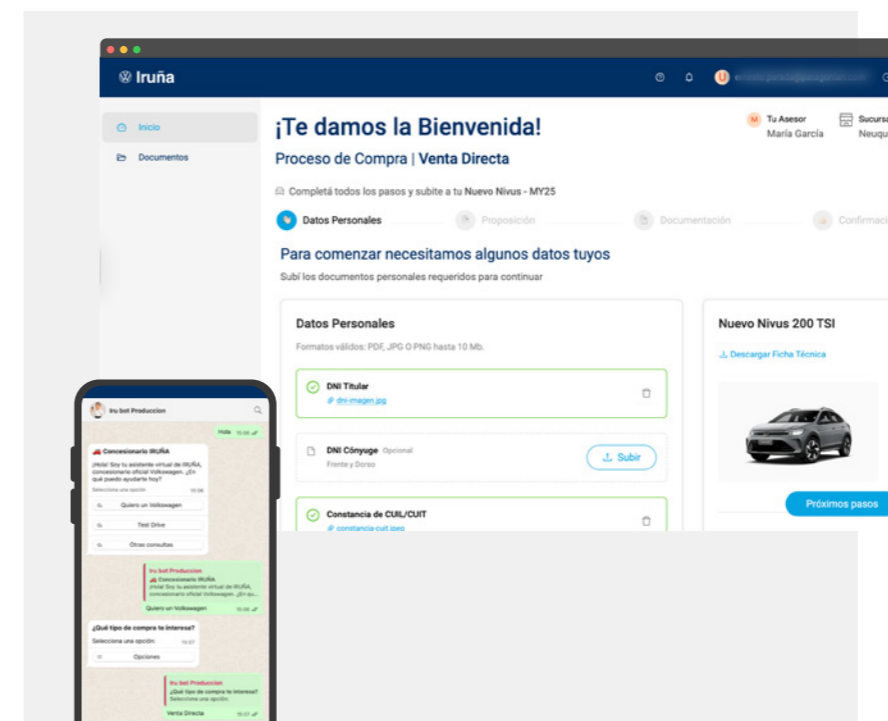


IRU is an integrated digital and omnichannel solution designed to optimise sales and customer relationship management across automotive dealerships. Its primary objective is to fully digitise the post-sales process, delivering a seamless and unified experience across channels such as WhatsApp and a dedicated web platform, while streamlining interaction among customers, advisors, and internal teams.

### Key components include:

- **WhatsApp Bot:** Provides real-time vehicle information, enables customers to schedule test drives and personalised consultations with advisors, and automatically generates and qualifies leads within Salesforce.
- **Customer Web Portal:** Centralises all required documentation, notifications, and status updates from purchase through vehicle delivery. All records are securely stored within Salesforce and can be shared among the seven relevant stakeholders directly through the platform.

Upcoming releases will offer a portal to manage personalised post-sales, service bookings, and overall service.



### Technology Stack:

- Supabase
- Vercel
- OpenAI
- Whastapp API
- N8N

Full integration with Salesforce

# SparkCoach

The personalized Educational Coach that supports educators and students with the usage of AI technologies.

## AI Product design MBA Thesis Project

MVP developed for AI personalized coach for educators and students.

### Thesis Title: Measuring AI Environmental Impact Awareness Through a Token-Based System on university students: A Two-Stage Experimental Study using SparkCoach

Deliverables produced

- AI Product design
- MVP concept developed
- Sustainable Business Model Innovation
- GreenBond Strategy

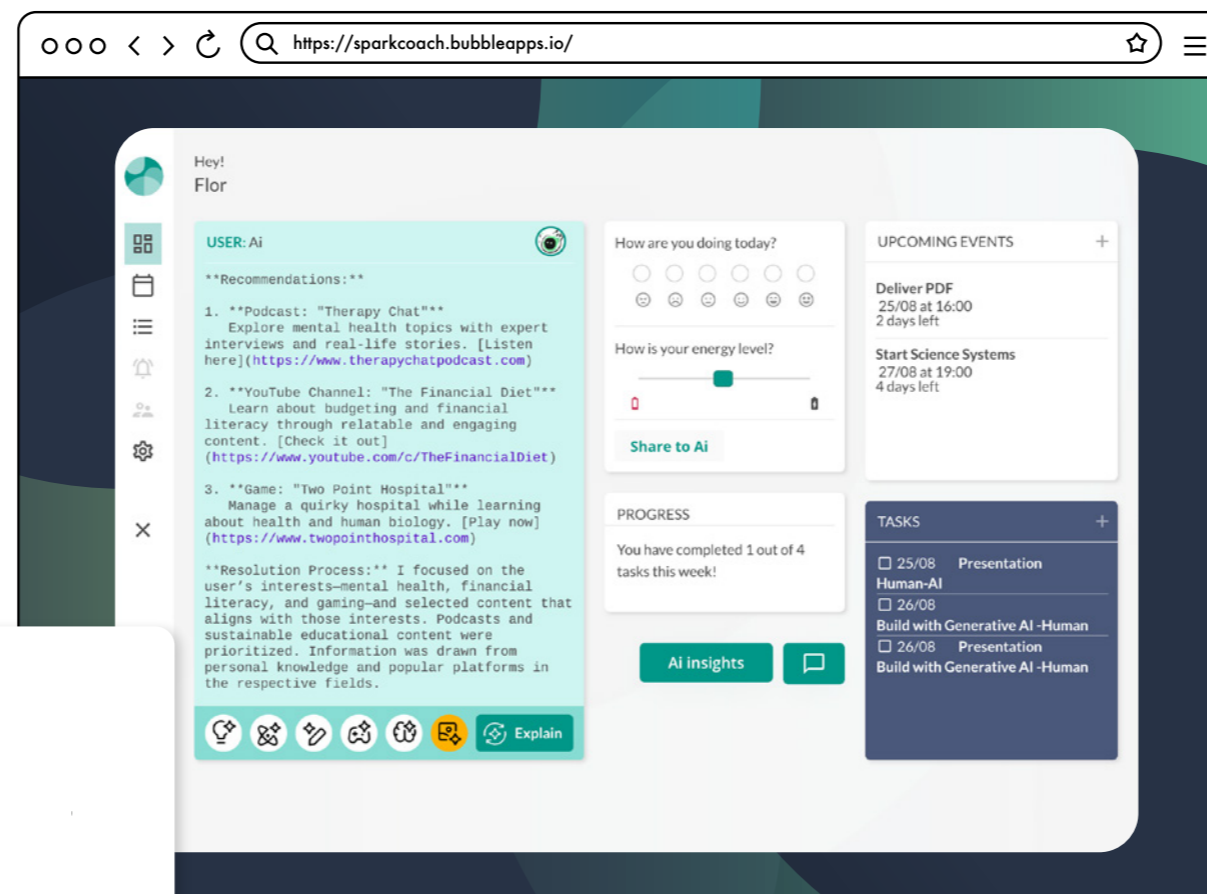


Hello, I'm Sparklet!  
Your study buddy.

Together, we will empower your studying skills!

Create an account

your study buddy  
MEET SPARKLET!



<https://flordiniello.com/sparkcoach>

## WebApp Function

It utilizes a coaching approach by integrating Generative AI prompts and out comes to enhance and support students' learning process.

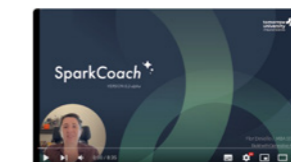
## Purpose

With a sustainability approach, the app promotes sustainable practices while also monitoring and displaying users' asset consumption. SparkCoach ensures a balance between productivity and well-being by offering personalized learning, emotional support, connection with peers, and effective scheduling, providing you with a sense of reassurance and ease.

## Concept MVP

### Project Presentation

<https://flordiniello.com/sparkcoach>



### Functional MVP

VERSION 0.2-alpha



<https://sparkcoach.bubbleapps.io/version-test>

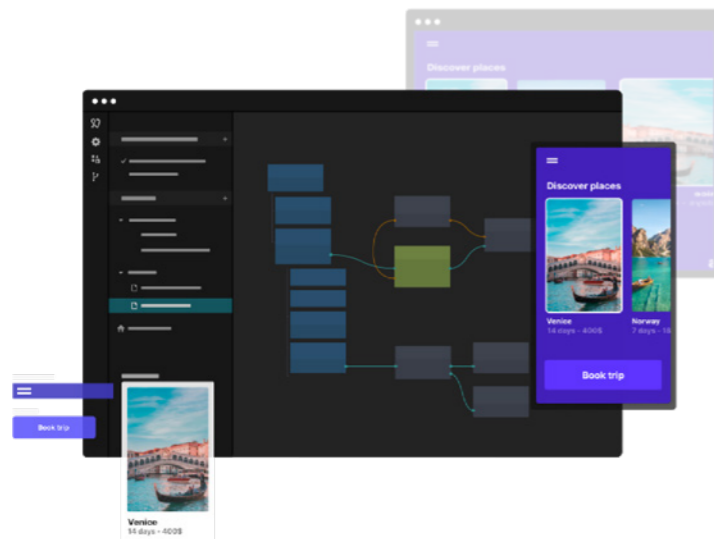
NOTE: Adblockers can interfere with images.



Future Platforms AB



Noodl is a startup SaaS Company. It's a low-code platform for designers and developers for building web apps, experiences and MVPS.



Project Management tasks:

- Project monitoring; progress tracking and deadline management.
Facilitating communication between team members, stakeholders, and clients, ensuring everyone is informed and aligned.
Account Manager
Budget tracking and reports.

Customer Success

Leading and Strategic level:

- Develop and implement a Customer Success Strategy.
Setting up goals and direction for the team.
Defining key metrics for success
Development and implementation of onboarding communication for partners and training.
Creation of partners and training programs.
Responsible for leading the Customer Success team for Partner and user support and leading the training team.

Healthcheck parameters development
Healthcheck milestones for partners and end-users. Defined 5 stages according to user lifecycle. Identifying values, type of relationship, Product usage, risks, and overall sentiment.

Process and Analysis Optimization.

Identification of lead segmentation. Development and curation of different communication and onboarding processes.
Applied over more than 5.000 users
Identifying companies and startups and the first engagement process.
Enterprise pipeline creation, and follow-up communication through defined stages.
Optimizing flows for users to improve their experiences.

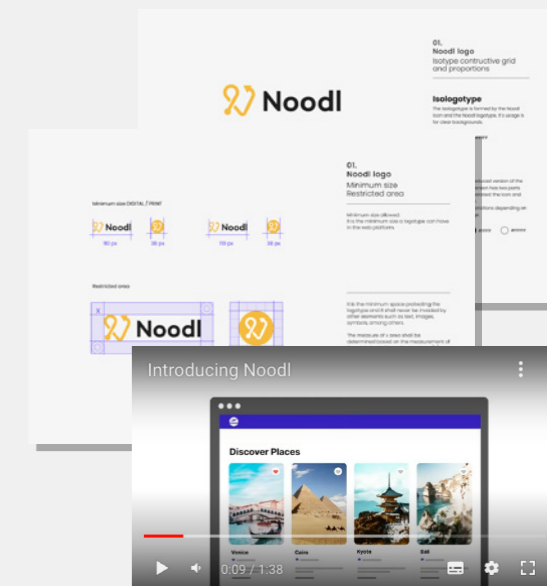
Metrics achieved:

- Onboarding communication improvement: from 42% open rate average of the first point of contact email to 58%, and a 2% improvement of click rate (from 4,5% to 6,5%)
Improvement from the first point of contact to final activation of users by 5% with onboarding optimization and support on in-platform training lessons.
Improving startup first response by 10%, and demo booking by 30% in 6 months.
successfully delivered training to partner teams, where 75% became proficient in no more than 2 months.

Working at a Startup

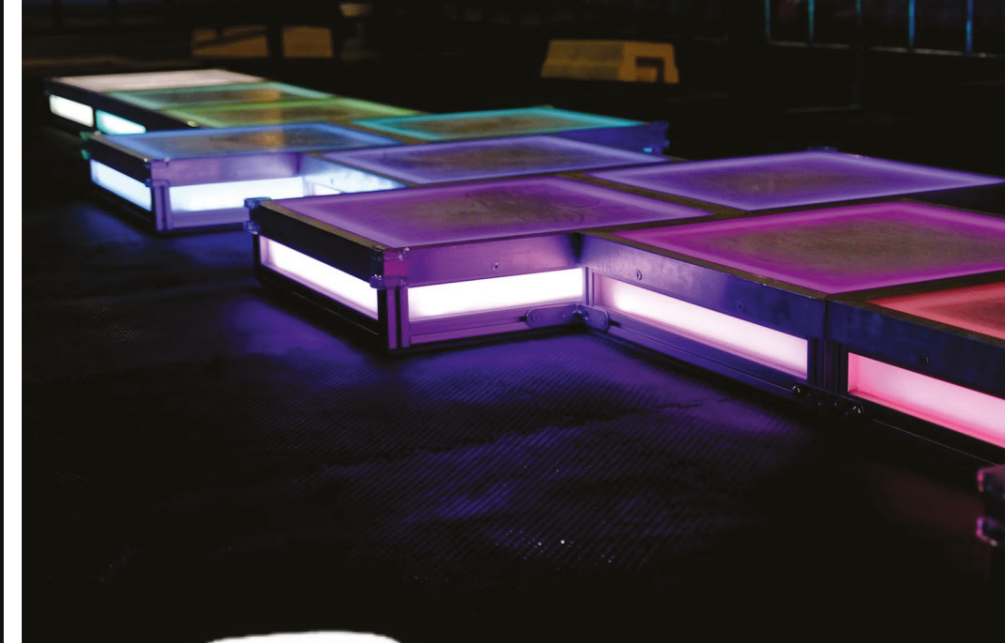
When working at a startup, you
- You wear many hats.
- Plasticity and versatility are crucial
- Iteration is the way
- There is a lot of learning by doing
- Collaboration and trust.

Requires from you:
Self-discipline and proactivity.
Being a doer : get things done.





RAYUELA



**Educational interactive installation.  
Collaborative project.**

 **Sydney, AUS**

Rayuela is a multilevel project that ingeniously combines a story on sustainability with the elements of a fun, interactive and educational game. It merges the experience of a light installation and interactive website, creating a unique and engaging experience for Vivid Sydney 2019, commissioned by Destination NSW.

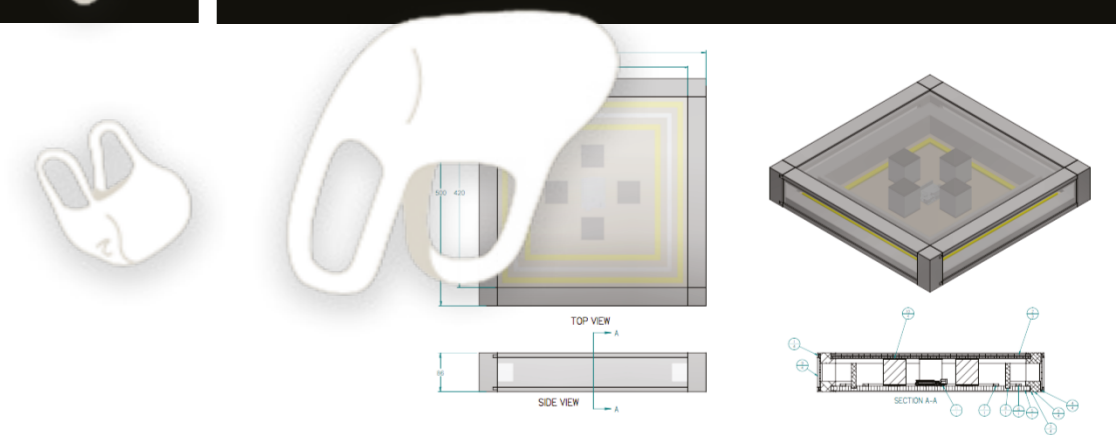
Rayuela draws inspiration for the design of its installation from a well-loved children's game – hopscotch – creating a playground that is inclusive and appropriate for all ages, inviting everyone to join in the fun.

More than 40,000 people enthusiastically engaged with the project, a testament to its success and the impact it had on the community.

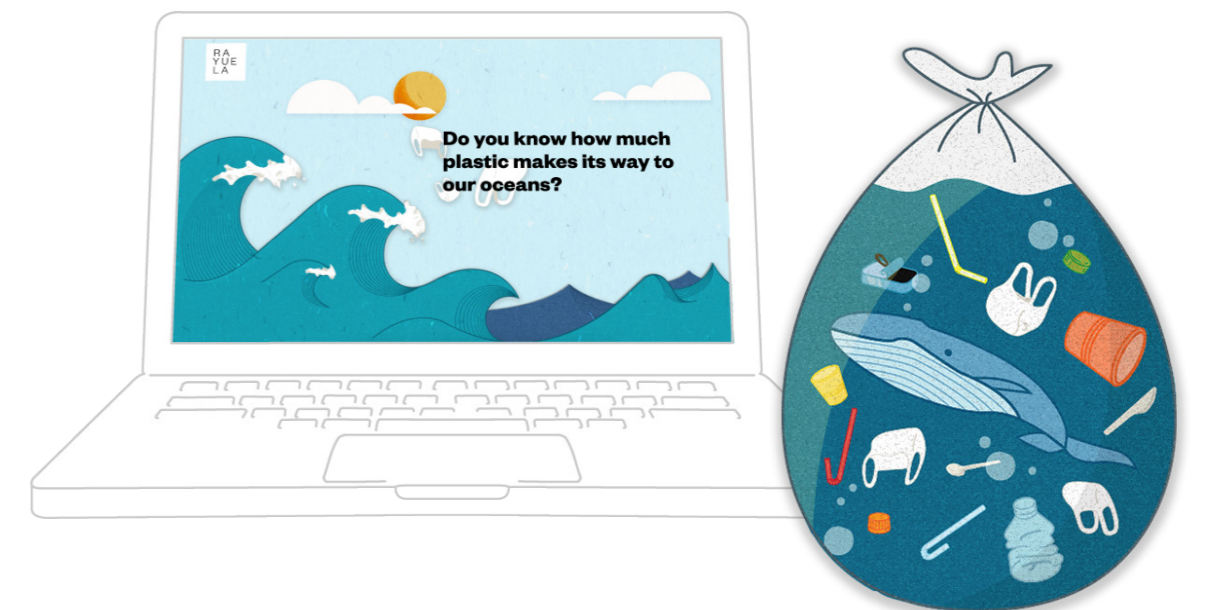
*Roles: Team leader. Concept & Art direction, web design, illustrations and construction.*



Vivid Sydney - 24 May / 15 June 2019 - Sydney  
 Art Exhibition: Never odd or even. - 9 / 12 Feb 2020 - Sydney  
 ARTYtechs Exhibition - 18 / 21 June 2019 - Sydney



To expand the physical experience, Rayuela was accompanied by an interactive mobile website, making this story approachable and easily accessible to everyone.





**Roles:**

Project Manager (4 people team)  
Creative direction  
Covering role of UX consultant

**Projects:**

Website development  
Branding update  
Booking system



**legehuset.se (version 2021)**

**Website:**

**TASKS:**

Redesign and development of website. User flow and content optimization.  
Branding system for website  
Team leading regarding GUI.  
Creative direction

**Challenges:**

- > no defined brand identity.
- > site with too much information and poor and complicated flow.
- > External booking system to integrate.



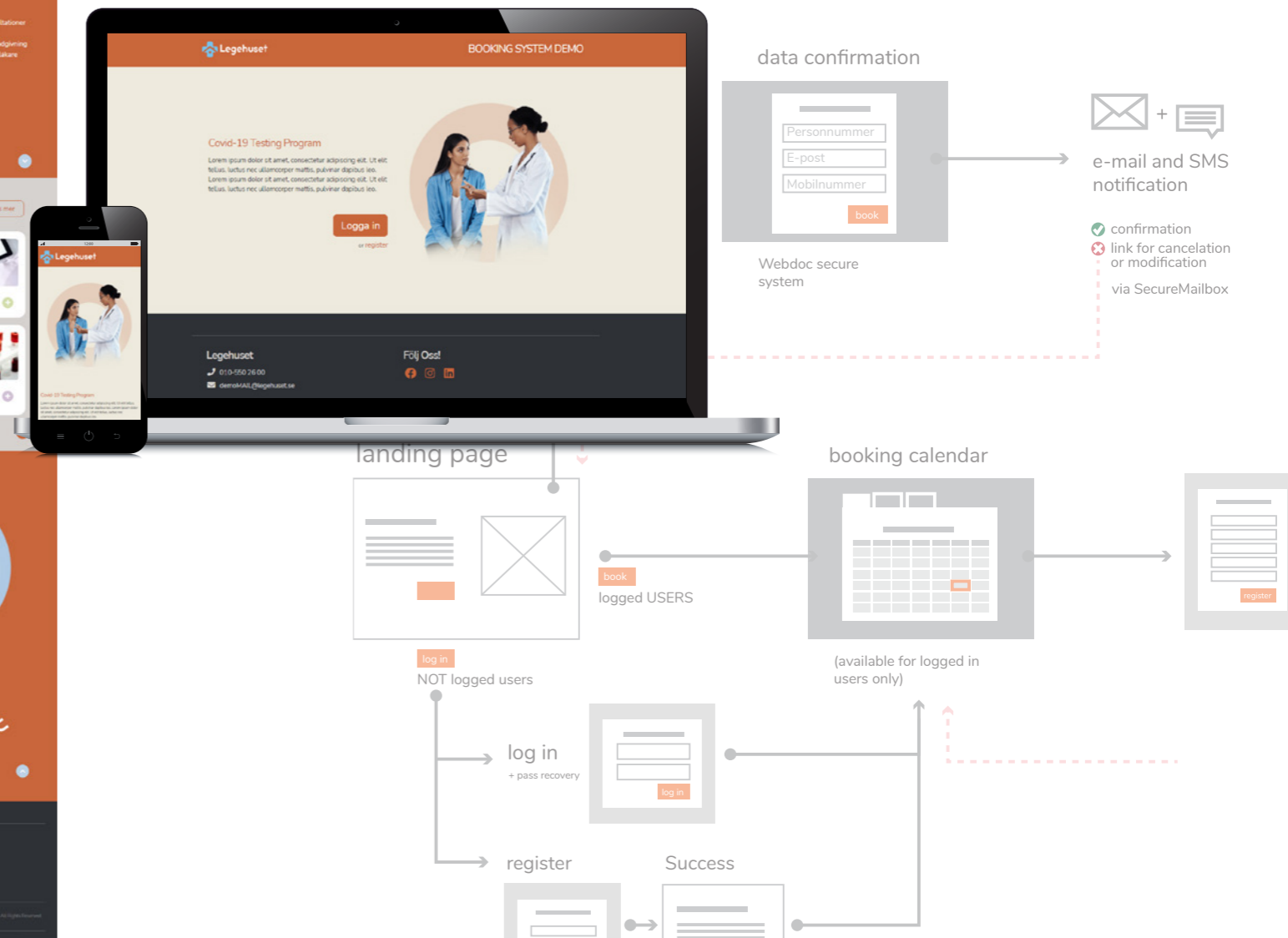
booking.legehuset.se

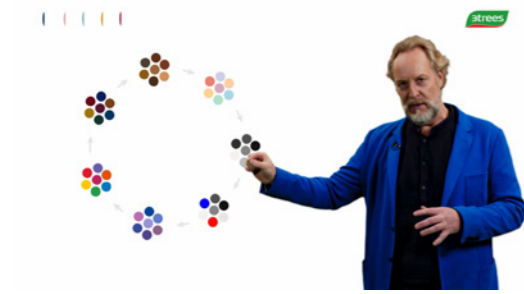
**Tasks:**

Develop a booking system multilanguage for Covid testing. UX & UI  
Platform customized for corporative usage.  
Documentation.

**Challenges:**

- > external booking system integrations
- > open access but with 2 levels of security
- > fulfil each client company requirements
- > booking system had no language variant
- > system that can adapt to different products and brands





# 2021+ 聚 潮流色 COLOUR TRENDS



## Project:

Develop a 30-minute (+ short versions) presentation and promotional piece for color trends for 2021-2022.

Successfully achieved a complex deliverable (including green screen and custom animations) with a limited budget and a short deadline.

Managed a team of 23 people in 6 teams in 4 time zones.

## Client:

MRKRL (Sweden), in collaboration with 3trees (China), is sponsoring the colors of the Beijing Olympic Games 2022.

## Roles:

Creative producer  
/ Project Manager

## Tasks:

- > Storyboarding and timeline adaptation from ppt from client
- > Costs and time management
- > Art direction
- > Forming and leading teams regarding post-production for motion graphics, 3D interiors and paint splashing, editing and colour, and 3D avatar design.

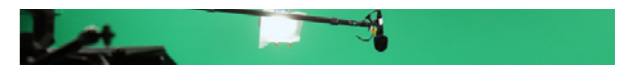
## Challenges:

- > low budget
- > short deadline
- > create a product for the Chinese market, with a specific target.
- > too many people involved in the decision-making process.
- > not direct contact with the final client due to language barriers.

# MRKRL



<https://www.thepppp.com/portfolio/color-trends-2021-22/>



I bring 10+ years of experience in branding and design systems, with over 15 logos and brand identities developed.

The Popcorn Pirates is among my latest works.

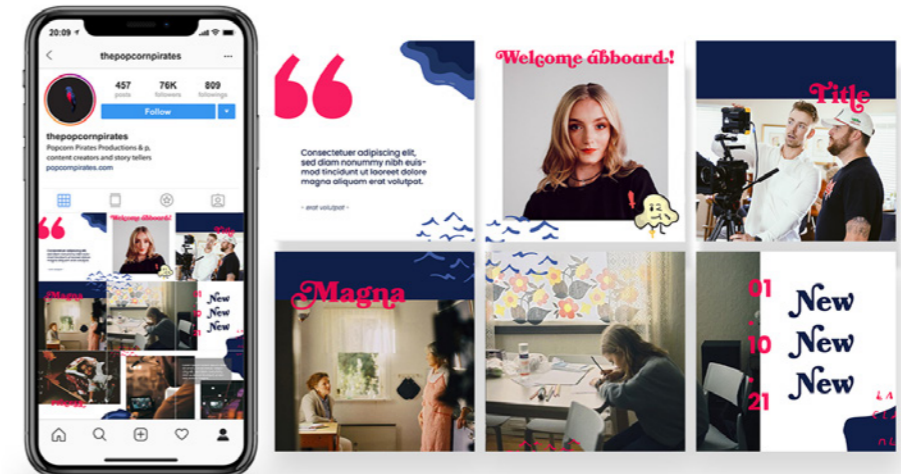
# The Popcorn Pirates Production & p.

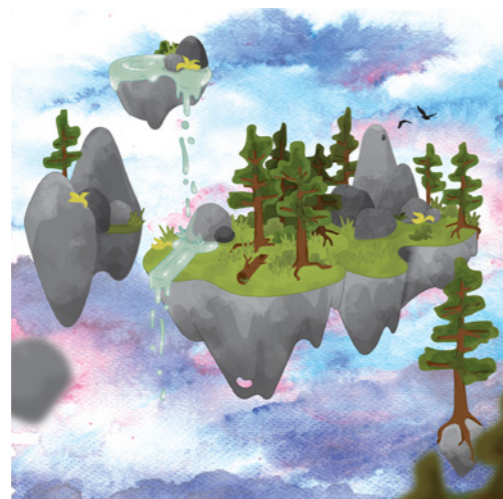
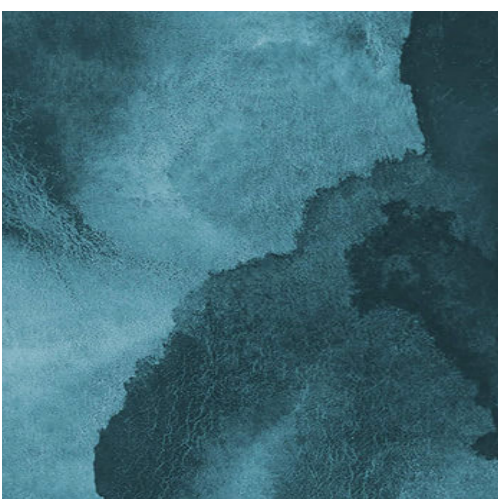


**Project:**  
Branding system design  
**Client:**  
The popcorn pirates & p.  
**Roles:**  
Creative direction  
& team management

**CREATIVE DIRECTION**  
**BRANDING**  
**SOCIAL MEDIA**  
**WEB DEVELOPMENT**

**Tasks:**  
Design isotype and logotype.  
Manage and direct 3 people team for design system and branding guidelines.  
Lead team for development of website.





Art and baking are two of my favorite hobbies, where I allow my creativity flow.



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