

# Ivett Carolina Lagarda Clark

UX/UI Product Designer

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Guadalajara, Mexico | Open to Relocating & Remote roles

Product designer with extensive experience in global tech companies. I leverage insights from diverse cultural and socioeconomic backgrounds to create user-centered designs that resonate with varied user bases. Skilled in research, product development, innovation techniques, and agile methodologies. I value collaboration with multidisciplinary teams to deliver impactful, goal-meeting designs that delight users.

## Professional Experience

**TelevisaUnivision** *Product Designer*

Sep 2022 – Sep 2024

- Redesigned the user acquisition experience, resulting in a 150% increase in click-through rate and a 10% boost in user acquisition. [{Click to view Case Study}](#)
- Incorporated variables, variants, tokens, and components into libraries, which streamlined workflows and reduced delivery times to the development team by 55%.
- Collaborated on redesigning Televisa's design system and websites, which unified development and design practices, halved loading times, boosted performance scores by 20%, and reduced costs by up to 90% per site by consolidating under one developer. [{Click to view Case Study}](#)

**JOKR** *Senior Graphic Designer*

Mar 2022 – Jun 2022 (Ceased US operations)

- Designed landing pages, banners, and social media ads, resulting in a 43% open rate on the ads, 208% of the order target, and 160% of the new user acquisition goal.
- Redesigned JOKR's Instagram account look and feel with bolder, more colorful, and contemporary designs to increase followers, resulting in a 12% increase over three months.

**DiDi Chuxing** *Senior Graphic Designer*

Jul 2018 – Feb 2022

- Spearheaded the branding initiative by defining essential brand pillars, guidelines, and visual redesigns to address DiDi's lack of distinction from competitors in Latin American countries, which resulted in an increase in market penetration and improved top-of-mind awareness among users.
- Designed digital and physical assets for user and driver acquisition and retention campaigns to position DiDi as a leading ride-hailing app in Mexico, resulting in DiDi becoming the top ride-hailing app and surpassing its strongest competitor within two years.
- Conceptualized and executed a fully digital campaign to promote DiDi's free rides to COVID-19 vaccination centers, resulting in over 25.3 million views and ads with up to a 2% engagement rate.
- Collaborated with a BTL experiential agency to oversee the visual elements, acquired new users at the music festival through games and promotional codes, and utilized a unique tracking code for detailed results analysis, contributing to a 16% increase in new user acquisition.

## Skills

Figma, Adobe suite, Atlassian tools, UX Research, Information architecture, Wireframing, Prototyping, Testing, Branding, CSS/HTML, Google & Meta Ads, Time management, Teamwork, Self-taught

## Education

**CareerFoundry** UX Design Certificate

Present

ITESM Bachelor – Industrial Design

Jan 2014 – Dec 2018

## Languages

English – Full professional (C1)

Spanish – Native/Bilingual

Italian – Elementary