

# CAROLINA LAGARDA

Designer

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## SOFTWARES

Figma

Photoshop

Illustrator

After Effects

InDesign

Adobe XD

WordPress

## ABOUT ME

Industrial Designer, creative, proactive and passionate for new challenges, improving user's experiences through UX & UI Design to generate organic growth.

## WORK EXPERIENCE

**JOKR** 2022 - Present

US Senior Designer

- Communication strategy through InApp and Paid channels to increase Orders, Retention, and Acquisition. Breaking records of 43% Open Rate, 208% Order Target, 160% New Customers Target.
- Instagram revamp @jokr\_us, 12% followers increase in 3 months.
- Designed NYC & Boston OOH campaigns.

**DiDi Chuxing** 2018 - 2022

Senior Design Analyst

- Led Brand Pillars and Guidelines revamp.
- Designed BTL experiences for music festivals: Tecate Comuna 2019 and Hellow Fest 2018.
- Increased Top of Mind, Frequency Use, Trips & Users with Brand and Conversion OOH, InApp & Paid campaigns.
- Designed and developed DiDi Mexico's website.
- Responsible of design purchases. Procurement experience of +1 year.

**Pepsico** 2017 - 2018

Design & Innovation Intern for PepsiCo Miami

- Elaborated a Market research of future PepsiCo clients in LATAM.
- Designed innovative products to solve 2020 PepsiCo clients needs.

## EDUCATION

**ITESM** 2018

Industrial Design Bachelor. Monterrey Campus.

## CERTIFICATIONS & COURSES

**UX & UI Design** | Career Foundry certification. Germany, Present.

**Google Ads** | Google expert Juan Lombana's course.

**After Effects** | From zero to master course.