Ivett Carolina Lagarda Clark

UX / UI Product Designer

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**PROFESSIONAL EXPERIENCE**

**TelevisaUnivision** - UX/UI Product *Designer Sept 2022 - Present*

* Redesigned the UX & UI of ViX's (streaming platform) new user acquisition strategy on Univision websites, resulting in a 150% increase in CTR within 7 months.
* Enhanced Figma Design libraries with variables, variants, tokens, and components, streamlining workflows and reducing delivery times to the development team by up to 55%.
* Collaborated on redesigning Televisa websites to unify development and design practices, halving average loading times, boosting performance scores by 20%, ensuring a seamless user experience, and achieving up to 90% cost savings per site by consolidating under a single developer.

**JOKR** - US *Senior Designer March - June 2022 (Cease US operations)*

* Designed digital strategies for In-App and Paid channels to increase purchase orders, retention, and user acquisition, achieving record-breaking results with a 43% Open rate, 208% Order target, and 160% New customer acquisition target.
* Developed and executed the redesign of the Instagram account @jokr\_us, resulting in a 12% increase in followers over 3 months.

**DiDi Chuxing** - *Senior Graphic Designer*  *July 2018 - February 2022*

* Spearheaded the rebranding effort, defining core brand pillars, guidelines, and visual redesign across Western markets to differentiate us and connect with users. This strategy remains effective in Latin America, Africa, Russia, and the United Arab Emirates.
* Designed digital and physical assets for user and driver acquisition & retention campaigns, rapidly positioning DiDi as Mexico's top ride-hailing app within 3 years of its launch.
* Conceptualized and executed the fully digital "DiDi Vacunate" campaign, promoting DiDi's free rides to COVID-19 vaccination centers, achieving over 25.3 million views and ads with up to an 8.2% engagement rate.
* Collaborated with a BTL experiential agency to direct the visual aspects of the "Tecate Comuna 2019" music festival, contributing to a 16% rise in new user acquisition. We utilized a unique tracking code for thorough results analysis.

**EDUCATION**

**UX Design Program** - Career Foundry’s certification *Present*

**Industrial Design Bachelor** - ITESM (Monterrey Institute of Technology and Higher Education) *2014-2018*

**SKILLS**

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