

# Karina Tovar Castro

Lead Product Designer » [hello@karinatovar.com](mailto:hello@karinatovar.com) » [karinatovar.netlify.app](https://karinatovar.netlify.app)

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## EXPERIENCE

### **Renumerate** — Fractional Product Designer

November 2024 - Jan 2025

Collaborating with Renumerate to define their branding and design strategy, setting the foundation for success in their pre-seed funding journey.

- Established a brand strategy aligned with product vision to attract early-stage investors.
- Created design frameworks to guide scalable product growth.
- Helped team recruit for Founding Designer and Founding Engineers.

### **Tropic** — Lead Product Designer

August 2023 - Present

Driving product design for Tropic's core offerings, focusing on creating data-driven solutions and improving customer experience.

- Delivered a new data intelligence product, increasing customer retention by 17% and onboarding enterprise clients.
- Implemented a design debt reduction initiative, reducing UI inconsistencies by 50% and expediting implementation by 35%.

### **Tropic** — Senior Product Designer

August 2023 - Present

Played a key role in optimizing user experience and scaling Tropic's design systems.

- Established and scaled a comprehensive design system, reducing component delivery time by 40%.
- Designed and launched a universal search and activity center, achieving a 65% improvement in task completion rates and receiving 92% positive user feedback.

## **Glue (formerly Mystery) — Senior Product Designer**

May 2022 - Aug 2023

Collaborated with cross-functional teams to develop an AI-powered employee connection engine and redefine the company's brand identity.

- Partnered with marketing to lead Glue's rebranding, including renaming the company and designing a cohesive visual identity that enhanced customer engagement.
- Conducted user and prospect interviews to develop an Ideal Customer Profile (ICP), refining product-market fit.
- Designed and implemented a scalable design system to improve usability, scalability, and overall user experience.

## **Teikametrics — Staff Product Designer**

February 2022 - May 2022

Designed scalable solutions to improve the efficiency and consistency of Teikametrics' product offerings.

- Launched Teikametrics' first design system, reducing development time by 60%.
- Developed a QA process that decreased post-release bugs by 75% and accelerated release cycles by two weeks.

## **Teikametrics — Senior Product Designer**

October 2020 - February 2022

Redesigned core features to enhance usability and engagement.

- Revamped the analytics dashboard, driving a 43% increase in engagement through improved data visualization.

## **Teikametrics — User Experience Designer**

June 2020 - October 2022

Improved user flows and established foundational UX patterns for data-heavy interfaces.

- Simplified complex data tables, reducing time-to-insight and improving data comprehension.

## **Rejoiner** — Product Owner

September 2014 - May 2020

Led the transformation of Rejoiner from an agency model to a scalable SaaS platform, focusing on product growth and efficiency.

- Transitioned the business to a SaaS model, reducing customer acquisition costs by 40%.
- Managed high-value accounts, generating over \$2M in expansion revenue while maintaining a 95% retention rate.
- Built automated workflows, increasing team efficiency by 70% and halving campaign setup times.

## OTHER ROLES

**Venly** — Designer (2014 - 2015)

**Massachusetts College of Art & Design** — Designer (2014)

**Massachusetts Institute of Technology** — Designer (2014)

**Rejoiner** — Design Intern (2013)

**University of Texas at El Paso** — Graphic Designer (2012)

## EDUCATION

**Massachusetts College of Art & Design** — Masters of Fine Arts

Focused on Technology-driven art and interactive experiences

**University of Texas at El Paso** — Bachelors of Fine Arts

Concentration in Digital Media and Print Design

## LINKS

karinatovar.netlify.app — No Password

[LinkedIn](#), [Github](#)

## SKILLS

HTML, CSS, SASS, Typescript, AstroJS, Ruby on Rails, UI Design, UX Design, Prototyping, Email Marketing, Email Design, Branding, User Research & Testing, Design Systems, Information Architecture, Interaction Design, User Journey Mapping

## REFERENCES

- Laurent Baumann, Chief Design Officer at Volumetrics
- Chad Clark, Director of Design at Teikametrics
- Taryn Stark, Head of Design at Tropic
- Anna von Clemm, Senior Product at Raptor Maps
- Brenna Barry, Product Manager at Tropic

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Thank you!