

# Carlos Flores

www.carlosf.design • uxcarlos@icloud.com • +52 442 138 0775 • linkedin.com/in/carlosf1rg

Senior Product Designer with 7+ years of experience, creating world-class digital products from concept to launch. Track record of driving growth, fostering innovation, and crafting tools that help and empower people.

## Experience

**Thatch** • San Francisco, CA (Remote)

Senior Product Designer, Freelance • Apr 2024 - Present

- Collaborated with Growth to boost landing page conversions by 25%.
- Led the development of the company's first design system, enhancing consistency and productivity.

**Very** • Bozeman, MT (Remote)

Senior Product Designer • Feb 2021 - May 2024

- Collaborated on Avant's fintech app redesign, gaining over 500k new users and 2m+ customers.
- Led user testing and design efforts for NexRev, reducing IoT onboarding time on their mobile app by 40%.
- Conducted workshops and design strategy efforts for 12+ digital products, including Vizio, Hayward, Siemens, and Kickfin.

**Leadsales** • Berkeley, CA - Querétaro, MX (Remote)

Product Designer • Oct 2020 - Sep 2021

- Designed and launched a new SaaS product for conversational commerce, achieving 15% monthly user growth in 20+ countries.
- Shipped features every month and a mobile app in 6 months.
- Contributed to the company's growth to a \$3.7m valuation, supported by Google, Meta, Ulu, Forbes, and Shark Tank.

**Anexinet** • Blue Bell, PA - Guadalajara, MX

UX/UI Designer • Nov 2019 - Feb 2021

- Designed a mobile and web portal for American Express, reducing customer calls and mailings by 50% during the pandemic.
- Developed intuitive data visualization tools and corporate dashboards (Agilent, SEI, FinPay), improving management and executive resources.
- Enhanced internal tools and workflows through the development of plugins and micro-interactions.

**Saive** • Querétaro, MX

UX/UI Designer • May 2018 - Dec 2019

- Contributed to the acquisition by Sigo Insurance, implementing user-centric design improvements.
- Boosted organic app downloads to 55k within a year. Worked with data and marketing to reduce cost per user to \$1 (usd)
- Shipped multiple versions to reduce car accidents and improve insurance prices, along with our partners: Chubb, Redbull, Marsh, and Rappi.

**Expand It** • Querétaro, MX

Junior UX/UI Designer • Jul 2017 - Dec 2018

**Ogilvy** • Mexico City, MX

User Research Intern, Academic Program • Jan 2017 - Jul 2017

## Education

**Stanford University**

Product Management

Course • Aug 2022 - Dec 2022

**Google**

UX Design Certification

Certificate • Jan 2022 - Jul 2022

**Monterrey Institute of Technology**

Marketing and Communications

B.A. Degree • Aug 2015 - Dec 2019

## Skills

- Human-Centered Design
- User Interface Design (UI)
- User Experience Design (UX)
- Design Systems
- User Research
- Usability Testing
- Wireframing
- Prototyping
- Visual Design
- Responsive Design
- Product Strategy
- Design Thinking
- Agile Methodology
  
- Team Management
- Attention to detail
- Problem-Solving
- Analytical
- Empathy
- Communication
- Presentation

## Software and Tools

- Figma
- Sketch
- Adobe XD
- InVision
- Framer
- HTML
- CSS
- JavaScript
- React