

Desiree Garcia

Product Designer with a BA in Communications and a background in Growth and Digital Marketing. Passionate about designing lean user-centered experiences that also impact business metrics and deliver measurable results.

CONTACT

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- US Permanent Resident

EDUCATION

BA in Communication

Universidad de Lima

UX Design Specialization

Google & Coursera

The Growth Program

Demand Curve

The Strategy of Content Marketing Course

UC Davis & Coursera

DESIGN SKILLS

- Prototyping
- Wireframing
- I. Architecture
- UX Research
- Auto layout
- Sketching

TOOLS

- Figma
- Google Sheets
- Miro
- Ads Manager
- Webflow
- Google Analytics
- Zapier
- ActiveCampaign

LANGUAGES

- Spanish
- English

WORK EXPERIENCE

Luca & Product Design Contracting 2023 - Present

Product Designer

Luca (YC W23)

- First product designer at Luca, which helps retailers define pricing strategies to drive revenues. Backed by YC, Menlo Ventures, and Soma Capital.
- Redesigned the navigation experience in Luca's app and simplified core workflows used by customers to establish pricing strategies.
- Designed the analytics experience to show users the impact of Luca's pricing engine

Stealth startup

- Partnered with the founders of a Stealth Startup to design the user experience, interfaces, and components for their first fully native product. [See full project.](#)
- Conducted user interviews, reviewed documentation, analyzed user needs and pains, and distilled research insights to inform the design process.
- Designed sketches, user flows, low-fidelity, and high-fidelity prototypes, and helped with the visual look and feel of the overall user experience and brand.

Kurios (YC S21) - EdTech Startup 2020 - 2022

Growth Marketing Manager

- Led the Kurios brand and website redesign and relaunch ahead of YC's demo day. Managed an external branding agency and engineering team for implementation.
- Conducted competitor analysis and information architecture development for Kurios' website, and designed a mobile version on Figma.
- Designed social media ad assets and executed A/B testing campaigns to optimize cost per lead.
- Managed a \$100K annual budget for performance marketing across various platforms. Performed monthly budget allocation and ad asset experimentation.
- Orchestrated acquisition strategies and inbound campaigns to amplify SQL generation, achieving a sales increase of +21% MoM and +3X YoY in 2022
- Analyzed the B2B sales funnel performance and improved conversion rates through strategies such as lead nurturing through email marketing, automations, and webinars, amongst others, to bolster sales opportunities.

20th Century Fox (Peru) 2018 - 2019

Marketing Intern

- Developed marketing briefs and social media calendars, and led the execution of point-of-sale events, such as Avant-Premieres, through our agencies
- Partnered with FOX HQ to develop local go-to-market strategies for international blockbuster films.