

Karem Tatiana García

Product Designer - UX Designer

7+ years designing intuitive interfaces and design systems for B2B and B2C companies in IT, fintech, SaaS, e-commerce, retail and health. Collaborating with stakeholders to create user and data-driven solutions that optimize journeys, increase conversions, generate value through research and creative problem-solving.

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Experience

SEP 2022 – FEB 2025 User Experience Designer | Globant (IT Outsourcing)

- UX Design Lead for EY Pay. **Improved system efficiency and netting transactions** from \$282M USD (AUG 2023) to \$1.8B USD (SEP 2024).
- Worked with PMs and Devs to merge 4 product sites into EY Pay, improving UX and information architecture **resulting in \$90B in savings and higher client acquisition.**
- Lead UX and Visual Designer, Sodimac. Led the **redesign of the desktop platform** for B2B users, integrating a sales and shopper data dashboard, resulting in **increased user engagement.** Created a design system.
- Optimized the B2B onboarding process with PMs, Devs, and client support, **reducing time from 3 days to 2 hours**, decreasing drop-offs and increasing conversions.
- UX and Visual Designer, NBC Universal. Redesigned the site (mobile and desktop) in 3 months, **reducing the checkout process from 7 to 3 clicks**, working with PMs, Devs, QAs and product owner to achieve a **clear, efficient experience** across platforms. Created a design system for current and future ideas.

JAN 2021 – AUG 2022 UX/UI Designer | PriceSmart (Retail Membership)

- Redesigned responsive product pages, **improving online shopping UX and doubling sales** in Trinidad & Tobago, by collaborating with the PO, Devs and data team, using research, prototyping, and **A/B testing to drive data-driven improvements.**
- Designed a solution for displaying regulations in products, maintaining page aesthetics, **ensuring compliance** in 13 countries, improving UI and global scalability.

AUG 2019 – JAN 2021 UX/UI Designer | On The Garden (Gardening E-commerce)

- Created the website and design system, **optimizing for lead generation and sales for B2B and B2C users**, driving 200 daily visitors, 80 monthly orders, and 15 service implementations. Collaborated with PMs, devs, and data team to refine UX, grow users base, testing and insights from Google Analytics and Business Manager.
- Increased engagement by integrating a blog with AdSense for **passive income.**

JAN 2017 – JUL 2019 UX/UI Designer | Medical Global Center (Healthcare)

- Redesigned the website and created a style guide for B2B and B2C users.
- **Tripled daily conversions** for ambulance and occupational health services (from 10 to 30), **optimized navigation** for direct sales calls. Worked with PO, Devs and BI to refine flows and drive growth using insights from Google Analytics and user testing.

Design Consultancy - Freelancer

JUN 2024 - PRESENT **Product Designer** | Sezzle (Fintech)

- Launched Sezzle Balance, working closely with PMs, Devs, and data team to increase user engagement by enabling \$2.27M USD, in balance loads within 2 weeks (March 15–30), an average of 350 balance loads & 1,100 payments per hour.
- Redesigned payment method management, simplifying user flows and reducing the number of steps to add, edit, delete or set default payment methods.

SEP 2023 - DEC 2023 **Product Designer** | LenioLabs (IT Outsourcing)

- Redesigned key features of TriNet's HR platform, improving CTA rates and reducing fines by 15%, while refining onboarding to save time for new clients.
- Improved dashboard reducing fines, simplified onboarding with clearer steps.

Education

2018 - 2021 **Master in Marketing (ZAB-certified)**
Focus on services, innovation and consumer behavior
Universidad de Los Andes

2012 - 2016 **Bachelor of Design (ZAB-certified)**
Emphasis on communication
Universidad de Los Andes

Certifications and Courses

MAY - JUN 2024 **ChatGPT, Midjourney, DALL-E 3 The Complete Guide**
Udemy

FEB 2024 **Figma UI UX Design Advanced**
Udemy

APR 2023 **Practical Usability for Product Design**
Udemy

FEB - MAR 2023 **Google UX Design Certificate**
Coursera

FEB 2023 **UX Strategy Fundamentals**
Udemy

Design Skills

User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Human-Centered Design, Visual Design, Data Analysis, Leadership, Problem Solving, Design Thinking, Competitive Analysis.

Software Skills

Figma, FigJam, Illustrator, Photoshop, Adobe XD, InDesign, Sketch, Miro, Jira, Confluence, Azure DevOps.

Languages

English Fluent (C1), German Beginner (A2, advancing to B1), Spanish Native, Portuguese Proficient (B2).