



CAROLINA GAVIRIA

** It's not pronounced like the state*

PRODUCT DESIGNER | UX DESIGNER

ABOUT ME

I am a product designer with a multifaceted approach influenced by a psychology background. I hold the proven ability to design innovative solutions that make a profound impact on users and businesses through human centered design and research. Renowned for creative problem solving and attention to detail.

CONTACT

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EDUCATION

Persuasive & Emotional Design Certification
Nielsen Norman Group (2022)

UX/UI Certification
Flatiron School (2020)

B.Sc, Cognitive Psychology
CUNY Queens College (2018)
Minor in Philosophy

SKILLS

Design Thinking, Product Design, User and Usability Testing, Mockups, Wireframes, Prototypes, User Research, Interaction Design, Agile Methodology, Visual/UI Design, Game Design, Asset Creation, Design QA, Project Documentation, Website Design, Mobile Design, Tablet Design

EXPERIENCE

Product Designer

Amplify Lectura - January 2023 - November 2023

Led a team of 4 developers to implement accessibility features in previous products and designed 3 games that support new biliteracy content.

- Created detailed UI specifications and game design documentation for developers, ensuring all designs were implemented accurately and consistently within our design system.
- Conducted UX design audits on existing products, resulting in implementing WCAG compliant components in 75% of our games and ensuring our games were accessible.
- Mocked up wireframes and illustrated design assets that enhanced three separate games' visual appeal. These new assets gave us room to triple the content in these games and teach a larger set of language skills.
- Led the initiative to frequently meet with cross functional teams and iterate on design concepts before development. This allowed the developers and I to rigorously evaluate the feasibility of design ideas based on appearance, architecture, accessibility, and project deadlines.

Product Designer

Amplify Math - October 2021 - January 2023

I was part of a design team that worked on developing a story based meta game. Led the effort to do early childhood education research and design 3 new product features.

- Developed wireframes, UX flows, and prototypes on Figma to demonstrate product ideas to stakeholders. These designs included our onboarding process, which improved user navigation and properly taught complex game mechanics to students across various age groups.
- Led the effort to create a team progress tracker with feedback from cross functional teams. My new process reduced our game development time by 30%.
- Worked to define and design UX patterns within all our game quests. I then created a game interaction library to improve consistency across all 18 quests and taught these guidelines to incoming team mates.
- Conducted research and competitor analysis to gain insight into children's motivation and metacognition regarding progress. This research informed my design for a skill progress page, which tested as 80% more usable across different grade bands than previous designs.



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TOOLS

Sketch | Figma | Jira | Miro | Adobe XD
Adobe Illustrator | Google Suite
Adobe Suite | InVision | Zeplin
Mockflow | Axure



EXPERIENCE

UX/UI Designer

Diligr - April 2020 - July 2020

Worked with a team of two other designers to help a fintech startup create a matching database between venture capital investors and emerging business concepts/owners

- Created user flows and personas to illustrate the user journey and ensure a seamless user experience.
- Conducted user research and interviews to gain insights into niche customer needs and behaviors. Used these insights to share out with stakeholders and inform further iteration on a design that performed poorly in testing.
- Reviewed our team's solutions to verify UX flows were in alignment with VC investors' objectives, industry guidelines, and best practices.

Client Care Coordinator

Blue Pearl Hospital - February 2019 - September 2019

- Served as a liaison between pet owners and specialists, documenting conversations and communicating any constraints to the appropriate veterinary team.