Carol Munar Duarte

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with expertise in B2B and B2C SaaS products. Based in Berlin for 4+ years. I focus on reducing onboarding friction, simplifying complex workflows, and shipping products from 0-1. I've been founding designer three times and also worked in teams of 15+ designers. Good at building cross-functional relationships and translating technical complexity into intuitive experiences.

PROFESSIONAL EXPERIENCE

Senior Product Designer, Growth & Activation · *Alphin* · AI-powered social media management
Oct 2022 – 2024

- Redesigned end-to-end onboarding, cutting setup time from 4 hours to 10 minutes (95% reduction). This improved activation and reduced churn.
- Built and shipped first AI-powered review response feature, defining new UX patterns for AI-assisted content creation.
- Led international user research across 5+ markets to identify friction points and turn insights into design improvements.
- Delivered production-ready UI in Figma, working with engineering to ensure accurate implementation.

Senior Product Designer, Growth & Acquisition · *Adjust* · Mobile marketing analytics
Aug 2021 – Sep 2022

- Fixed severe user churn caused by complex UX and poor onboarding in technical B2B product.
- Ran 15+ usability interviews, reducing onboarding time by 20% and support tickets by 15%.
- Designed user journey maps and high-fidelity prototypes for platform with 10,000+ monthly active users.

Senior UX/UI Designer · *TriNet* · HR & payroll platform for SMBs
Oct 2020 – Jul 2021

- Redesigned benefits and payroll interface for 4,500+ end users, improving satisfaction scores by 28%.
- Built and maintained design system ensuring consistency across 10+ product modules.
- Led usability testing with stakeholders, validating solutions before engineering handoff.

Product Designer, eCommerce & Marketplace · *Agrofy* · Agricultural B2B marketplace, LATAM
Nov 2019 – Oct 2020

- Designed first digital checkout and sales flow for high-value machinery transactions ($50K+). This became the platform's first successful online transaction in Brazil.
- Conducted user research in complex economic environment, mapping offline purchasing behaviors into digital flows.
- Built cross-device responsive experiences that improved conversion across desktop and mobile.

Founding Designer · *Estylar* · AI fashion tech startup
May – Oct 2019

- Designed 'Shop your Fit', an AI-powered size recommendation feature using photo capture. This reduced return rates through better UX.
- Ran A/B testing to optimize consumer conversion funnel.

- Built product from research through design system as solo designer.

UX Design Lead · *Bakian* · Performance marketing & design agency
Nov 2015 – Dec 2018

- Led design team of 5, establishing UX processes, KPIs, and design systems across multiple products.
- Collaborated with dev, marketing, and stakeholders to ship quality work fast.
- Conducted 200+ client kickoffs. Good at building relationships and managing difficult stakeholder dynamics.

SKILLS

Design & Prototyping: Figma (advanced), Design Systems, Wireframing, Interaction Design, High-fidelity Prototyping
Research & Validation: User Interviews, Usability Testing, A/B Testing, Maze, Hotjar, Mixpanel, Optimal Workshop
UX Methods: Journey Mapping (Theydo), Information Architecture, Design Thinking, User Behavior Analysis
AI-Enhanced Workflow: Claude, Cursor, Lovable (rapid prototyping), ChatGPT
Collaboration & Tools: Miro, Figma, Linear, Confluence, Loom
Technical: HTML/CSS (16+ years), Responsive Design, Accessibility basics

LANGUAGES

Spanish (Native) · English (C1 – Professional) · German (A2 – actively learning)

EDUCATION

Bachelor in Graphic Design + Bachelor in Advertising · UTADEO, Colombia
UX Research Certification · Acámica