

# Socorro Izaguirre

Senior Product Designer



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www.koscoy.com

## Education

### Bachelor of Interactive Design

Universidad Iberoamericana

2008 - 2012

### UX Certification

Norman Nielsen Group

1084263

## Skills

### UX Design & Research

Design Strategy

Product Design Leadership

User Experience Design

User Research and Usability

Interaction & Visual Design

Mentorship and Support

### Marketing Skills

Social Media Content & Strategy

Visual Storytelling & Engagement

Multimedia Production

## Toolkit

Figma, Sketch, Zeplin, UserZoom,

Invision, Protopie, Photoshop,

Illustrator, After Effects.

## Languages

### English

C1 / IELTS

### Spanish

Native

## Ask me about

Sound Design, Digital Art, Music &

Technology, Urban Cycling

## Experience

### Sr. UX / UI Designer

CHUBB

Nov 2023 - Current

Led product design for a key domain in car insurance, enhancing B2B internal platforms with user-centered design to address the needs of internal and external collaborators while achieving business objectives. Ensured alignment with the global design system, design principles, and accessibility best practices.

- **Lifecycle services:** Redesigned critical user workflows to enhance clarity and efficiency. Collaborated with stakeholders to streamline processes, resulting in higher completion rates and reduced processing time.

### UX / UI

#### Design Manager

Banco Azteca

May 2019 - Nov 2023

Close collaboration with product managers, engineers, design team members, and other cross-functional partners to define and drive multiple key projects within the bank's app:

- **Payments:** Develop new features and iterate on existing ones to enhance the user experience and meet business objectives in payment and money transfer flows. One successful case was optimizing the service payment flow, leading to a notable increase in transactions.
- **LATAM:** Strategically adapted the app experience to align with the culture, user behavior, and needs in Guatemala, resulting in successful adoption and positioning as one of the top banking apps on the Play Store.
- **App 2.0:** Monitoring and improving primary transactions in the app through user-centered design, driven by prioritized business KPIs, issues identified by users through the call center, and compliance with the legislation and regulations of Banxico.

### Sr. Digital Designer

Quick Brown Fox

Feb 2018 - Feb 2019

Design consulting and user experience to address the needs of early-stage startups. Additionally, I contributed to business development efforts by creating pitch proposals for potential clients.

### Sr. Digital Designer

Blokmedia S. C.

Mar 2016 - Feb 2018

Design digital visual content for diverse platforms, including landing pages, mobile apps, and social media for digital marketing campaigns for brands like Starbucks, Appleton Estate, Activia, SURA, among others. I also contributed to visual content strategies for online marketing campaigns and collaborated on creative proposals to support pitching opportunities.

### Web Designer

Alternativa Digital

Feb 2013 - Mar 2016

Digital product design consulting for websites and apps from concept to delivery, across industries such as real estate, digital media, government platforms, and social impact initiatives, with strategic designs that address complex client needs and user expectations.