

# Blanca García

## Senior Product Designer



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[LinkedIn](#)



### EDUCATION & CERTIFICATIONS

#### FROM IDEAS TO ACTION IDEO U

Issued Feb 2024

- ▶ Product Ideation
- ▶ Design Thinking

#### THE INTERACTION DESIGN FOUNDATION Membership Certificate

Issued Dec 2018

- ▶ Interaction Design for Usability

#### CENTRO INTEGRAL DE CURSOS ESPECIALIZADOS CICE

2004-2005 - Madrid, Spain

- ▶ Master in Web Design and Digital Communication

#### THE UNIVERSITY OF TEXAS AT EL PASO

2000-2004 - El Paso, Texas, USA

- ▶ Bachelor of Arts in Media Advertising and Graphic Design *"cum laude"*
- ▶ Minor in French

### LANGUAGES

Spanish (Native)  
English (Fully Proficient)  
French (Intermediate)

### WORK EXPERIENCE

#### Malt (Paris - Remote)

MAY 2024 - Present

##### Senior Product Designer (Growth)

Enhance user experience through data-driven design, optimizing client onboarding for a 50% conversion rate. Improved mobile responsiveness and integrated micro-animations to streamline user flows and boost activation and retention, creating intuitive, impactful experiences that drive user satisfaction and business growth.

#### Lingokids (Madrid - Remote)

NOV 2022 - APR 2024

##### Product Designer (Growth & Retention)

Designed and optimized user flows and experiences for children-focused products, ensuring a user-centric approach. Partnered with researchers to conduct user testing sessions, gathering insights that improved user retention by 38% in the Freemium Model. Leveraged data analysis and feedback to iterate and refine designs, reducing user friction and increasing conversion rates by 10%.

#### AcidTango (Madrid - Remote)

2019 - 2022

##### Senior Product Designer

Led design strategies for B2B, B2C, and SaaS products, collaborating with stakeholders and developers to create user-centric solutions. Played a key role in securing clients like We Feed Raw, driving a 50% improvement in sales and business management after the first iteration. Continuously led user testing to optimize product performance.

#### frog Design (Madrid - Hybrid)

FEB-NOV 2019

##### Senior Visual Designer

Collaborated with the UX and Visual Design Team to develop tools and web app products for Telefónica Design Factory. Worked closely with development and brand teams to enhance user experience by integrating animations and microinteractions into the design system, improving engagement and usability.

#### Travelclick, an Amadeus Company (Barcelona - Onsite)

2013 - 2019

##### Senior Web (UX/UI) Designer

Led product design for websites and interfaces in the hotel industry, collaborating with Product Management and Development Teams. Key contributions include securing high-end clients like Palazzo Versace and Fendi Private Suites through design pitches and winning awards such as the W3 and Webby Awards.

