



CAROLINA TORRES ARZAMENDI

PRODUCT • UX/UI DESIGNER

I'm looking for new products and experiences to create and improve using my knowledge, skills & 11 work experience in America and Europe

RELEVANT WORK EXPERIENCE

PRODUCT DESIGNER | CONTENT MEDIA MANAGER

Berlin, Germany • 02/2022 – 05/2022

Trödel Spende

The secondhand marketplace for a good cause

- Website redesign, implementing a landing page such as gamification features improving the user's trustworthiness. As a result, the number of donated items increased by 350% for the second quarter.
- Work closely with developers to provide solutions to the startup company in its early-stage
- Creation of an annual digital media plan with visual & written content

SALES & ACCOUNT MANAGER | SPANISH-SPEAKING MARKETS

Berlin, Germany • 02/2018 – 12/2021

Homify Online GmbH & Co. KG

The biggest Home & Living platform in Europe

- I was the seller with the highest rate by having 87% satisfied clients
- I helped to increase the 70% of website traffic during April 2020
- More than 20 trained sellers to boost sales pitches and tools skills
- I've got us invited by the Barcelona Meeting Point 2019 by carrying out the organization and managing to increase 30% Q4 sales
- Provide product improvements through IT, Finance, and CSM areas

CO-FOUNDER | CREATIVE DIRECTOR & SOCIAL MEDIA MANAGER

Veracruz, Mexico • 01/2012 – 12/2015

Kiwi Marketing by Grupo Torroa

Pioneer digital marketing agency focused on local businesses in Veracruz

- Managed digital communication channels of regional businesses
- increasing 30% sales in the first month for the first client
- Creation of daily engaging written and visual content for different fields: gastronomy, tourism, medical, in the public and private sectors
- I started the first local digital marketing networking with more than 100 talented creative professionals, which continues nowadays

RELEVANT DESIGN PROJECTS

UX/UI DESIGNER

Berlin, Germany • 02/2022

Andy - Period & Cycle Tracker App

Cycle Tracker App that brings tips & info accordingly to your symptoms

- Development of a Period Tracker App that encourages users to log their period symptoms providing tips & info for 2 weeks solo project
- Product design with a cheerful and friendly branding design changing topic perception

UX/UI DESIGNER

Berlin, Germany • 01/2022

Soap Soop

Berlin-based vegan artisan soap brand

- Redesign the website redesign to evoke feelings that match with the high-quality products offered by the stakeholder for a 1-Week MVP
- Implementation of an online shop to increase and ease the sales, adding some features like chat support and recommended items

CONTACT & MORE INFO



[linkedin.com/carotorarza](https://www.linkedin.com/company/carotorarza)



Berlin, Germany

Open to work remotely



Portfolio:

carotorarza.com

medium.com/@carotorarza

SKILLS

TECHNICAL SKILLS

UX Research, Wireframing, Prototype, Animation, Information Architecture & User Flows, Usability Testing, HTML, CSS & Basic JavaScript

ADDITIONAL SKILLS

Content Strategy, Social Media, SEM & SEO, Copywriting, Storytelling, Branding, CRM, CSM & B2B Sales. Design Thinking, Agile, Lean & Scrum.

TOOLS

Figma, Webflow, Miro, Adobe Illustrator, Adobe Photoshop, Procreate, Google Analytics, Google trends, Salesforce, Microsoft Office, Google Suite, Zendesk, VS Code, Notion, Trello

SOFT SKILLS

Pragmatic, Proactive, Team Builder, Negotiator, Resilient

LANGUAGES

Spanish – C2 English – C1
German – B2 French – B1

EDUCATION

IRONHACK

Berlin, Germany • 01/2022 – 03/2022
UX / UI Designer Bootcamp

UNIVERSIDAD CRISTÓBAL COLÓN

Veracruz, Mexico • 2007–2011
Bachelor of Tourism Management

HOBBIES & INTERESTS

Comic drawing, Psychology, Bike rides & swimming, Baking & Cake decoration, Films, series, books & podcasts, Plant Lover & Traveller