

Corina Ochoa

Product Designer

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SUMMARY

Product Designer with 7+ years of experience designing intuitive, conversion-driven experiences for mobile and web platforms across fintech, e-commerce, and SaaS. I specialize in simplifying complex flows, conducting user-centered research, and shipping scalable UI systems. Comfortable working across cultures and time zones, with a proven track record in improving engagement and usability metrics.

EXPERIENCE

Dreamcast Design and Production

February 2024 - April 2025

Designer

Vancouver, Canada

Vancouver-based artisan company, known for **custom luxury designs**, high-quality craftsmanship, and strong customer satisfaction across Canada and the USA.

- Redesign an e-commerce platform that increased engagement by 47% and improved retention, using iterative testing and conversion-based UI design.
- Designed wireframes, mockups, and prototypes, ensuring alignment with business objectives and user needs.
- Collaborated with developers and project managers to implement designs and conduct A/B testing, optimizing usability and retention.
- Created digital assets for web, email, and social media, maintaining consistent brand identity across platforms.

HIR Casa

April 2022 - October 2023

Senior UX/UI Designer

Mexico City

HIR Casa is a leading Mexican real estate financing company with **MX\$41B+ in loans granted**, **MX\$20B** in managed assets, and **29 branches** nationwide.

- Worked on the design and implementation for 5 core projects and 4 side projects, collaborating with PMs, POs, marketers, engineers, and designers.
- Designed and developed a mobile app, achieving a 46% user download rate in the first month and integrating in-app payments.
- Conducted usability testing for a document management application, increasing new user acquisition by 15%.
- Designed on-brand solutions for websites, email templates, and social media graphics.

TimeWave AB

September 2021 - January 2022

UX/UI Designer II

Stockholm, Sweden

Provider of business management software for home service companies, serving **300+ clients** with solutions for scheduling, time tracking, and invoicing.

- Strengthened brand awareness by refreshing the visual identity across the website, supporting TimeWave's positioning as a modern software solution provider.
- Led the redesign of the company website from concept to interactive prototype, using user research insights to enhance navigation, usability, and visual identity.
- Contributed to SEO improvements by optimizing site structure and UX, helping to increase organic website traffic by making the platform more search- and user-friendly.

AlphaCredit

June 2018 - July 2021

Web designer - UX/UI Designer

Mexico City

Leading fintech and consumer lending company with **1,000+ employees**, over **\$1B in loans** provided, and backed by **\$125M Series B funding** to expand operations in Mexico and Colombia.

- Worked on the design and implementation for multiple projects, including Crediamigo's website, resulting in 154K sessions and reducing the bounce rate by 25.18%.
- Managed web and mobile projects, including collaboration on the redesign of Uber and Uber Eats landing pages.
- Applied A/B testing to improve website usability and user engagement.

Marriott International

Nov 2015 - June 2018

Multimedia Graphic Designer

Mexico City

Operates multiple premium properties, including JW Marriott Polanco, W Mexico City, and Marriott Reforma, with **1,000+ rooms**, **14+ meeting venues**, and **9,386 sq ft of event space**, serving business and leisure travelers.

- Designed and updated digital courses on the Moodle e-learning platform, enhancing training accessibility and user engagement.
- Created visual assets for the corporate website and e-learning platform, aligning with Hoteles City global brand standards to support marketing, recruitment, and internal training initiatives, and contributing to a cohesive brand experience.

Migdal Arquitectos

Nov 2013 - Nov 2015

Graphic Designer

Mexico City

Multidisciplinary architecture and urban planning firm with **500+ employees** and annual revenues of **\$22–40M**, delivering large-scale residential, commercial, and mixed-use projects.

- Created marketing presentations and submission materials for architectural competitions, publications and media features, helping the firm achieve higher project visibility at national and international levels.
- Maintained brand consistency across external communications, competition entries, and promotional materials, reinforcing the firm's professional identity.

SKILLS

User Research, UI Design, Usability Testing, Graphic Design, Interviews, Surveys, Card Sorting, Design Systems, Heuristic Evaluation, Personas, Competitive Analysis, Wireframing and Prototyping, Design Thinking, Information Architecture, User Empathy, Interactive Design, HTML, CSS, Basic JavaScript, A/B Testing, Responsive Design, Interaction Design, Agile Workflow, Accessibility

TOOLS

Figma (advanced), Adobe Creative Suite, InVision Studio, Miro, Maze, Webflow, Typeform, Framer, Bootstrap, Material UI, WordPress, ChatGPT4o.

EDUCATION

La Salle - Bachelor's Degree in Graphic Design

August 2009 - June 2013

Greystone College - Digital Marketing Co-op Diploma

October 2023 - June 2024

Greystone College - Project Management

October 2025 - Dec 2026