

# CAROLINA LARACH GUTIERREZ

## PRODUCT DESIGNER

### UX PROJECTS

#### Product Design Intern | Houm

JUNE 2023 - AUGUST 2023 (REMOTE)

Performed a comprehensive audit of the property listing process, presenting actionable insights to the design team. Collaborated on simplifying the main dashboard and led the redesign of key features such as property comparison and editable pricing. Created prototypes for testing, achieving a 73% user acceptance rate, and coordinated closely with developers for seamless implementation.

#### Lead Product Designer | Pray with St. Josemaria

JANUARY 2023 - MAY 2023 (REMOTE)

Optimized the daily prayer app's top feature by automating a manual process, simplifying the user flow, and removing 2 confusing features. Saved users 27 seconds on average.

#### Lead UX Researcher, Product Designer | Ilana

NOVEMBER 2022 - DECEMBER 2022 (REMOTE)

Directed research for Ilana, a platform empowering black fashion designers. Conducted user interviews, recruited participants, and affinity mapped to identify pain points. Proposed to optimize site usability with design heuristics, improving two critical elements possibly impacting drop-off.

#### Lead Interaction Designer | Southwest (GA Project)

OCTOBER 2022 (REMOTE)

Implemented a baggage tracking feature to the mobile site, simplifying the user flow and addressing the pain points of unclear and delayed baggage. Enhanced the site's usability, resulting in an average time savings of 16.72 seconds per screen for users.


### WORK EXPERIENCE

#### Architectural Designer | Leers Weinzapfel Associates, Perkins & Will, Arquitectonica

JULY 2014 - FEBRUARY 2022 (BOSTON, MA | MIAMI, FL)

Developed visual materials, 3D models, and detail drawings for design projects, while collaborating with cross-functional teams to ensure seamless integration of design elements. Demonstrated a commitment to design quality through effective communication with engineers and construction managers, successfully defending the designs' integrity during the construction of a 500,000 SF+ hospital project for nearly two years.

 carolina.gutierrezlacayo@gmail.com

 carolinalg.com

 linkedin.com/in/carolinalarach/

### EDUCATION

#### General Assembly

UX Design Immersive (2022)

#### Semester at Sea

Summer Academic Program (2012)

#### University of Virginia

B.S. in Architecture (2010-2014)

### SKILLS

Visual Design  
Prototyping  
User Research  
Usability Testing  
Heuristic Evaluation  
Information Architecture  
Cross-Team Collaboration  
Journey Mapping  
Sketching

### TOOLS

Figma  
Indesign  
Photoshop  
Illustrator  
Notion  
Maze  
Canva  
Trello  
CAD  
Bluebeam