Socorro Izaguirre

Sr. Product Designer | UX/UI Designer

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Product Designer with 8+ years of experience crafting user-centered solutions. Expertise includes user research, interaction design, user interface and UX strategy, driving improvements in B2B/B2C platforms and enhancing workflows through cross-functional collaboration.

Work Experience

Senior UX/UI Designer | CHUBB Nov 2023 - Present

- Leading the redesign of CHUBB's internal car insurance platform to optimize workflows, with projections to reduce support tickets by 50% and increase agent satisfaction by 55% post-launch.

- Collaborated with the Marina Design System team to align with global standards, integrating accessibility best practices to enhance WCAG compliance and usability, making approximately 80% of our platforms more inclusive and user-friendly.

- Advocated for UX across digital transformation teams by collaborating with PMs, developers, and engineers to drive user-centered design (UCD), resulting in a 70% improvement in the UX discovery phase through design thinking and UX research.

UX/UI Design Manager | Banco Azteca May 2019 - Nov 2023

- Maintained and enhanced the bank's mobile app using Material Design principles, ensuring consistency and usability while advancing the *Sarape Design System* to standardize UX across 10+ payment and money transfer features.

- Enhanced the service payment feature, leading to a 50% increase in transactions—boosting payments for both existing services and previously difficult-to-find services that users had not paid for before.

- Adapted the bank's app UX for LATAM markets, making it the #1-rated financial app in Guatemala's Play Store during its first year of release and maintaining its top ranking.

- Led the UX design team for the *App 2.0 scrum*, enhancing key transactions by aligning user needs with business KPIs while ensuring compliance with *Banxico* regulations.

Senior Digital Designer | Quick Brown Fox Feb 2018 - Feb 2019

- Designed digital products for 5 early-stage startups, driving a 40% increase in client acquisition within 6 months by improving user engagement through strategic design solutions, while also supporting business development with pitch proposals.

- Developed *Holding88's Design System* with unique variants for each startup, creating a cohesive brand identity while standardizing design patterns, tokens and design principles. Accelerated product development and reduced design inconsistencies across the holding.

Senior Digital Designer | Blokmedia Mar 2016 - Feb 2018

- Created digital content for 4 major brands (Starbucks, Appleton Estate, Activia, SURA), increasing user engagement by an average of 45% on social media.

- Developed targeted digital marketing content strategies and supported 6 successful campaigns, aligning visual storytelling and messaging to drive measurable marketing performance and brand communication.

Web Designer | Alternativa Digital Feb 2013 - Mar 2016

- Delivered comprehensive design solutions for 9+ digital products across real estate, digital media, health, government, and social impact sectors, improving user experience and supporting business growth.

- Developed UX strategies that addressed complex user needs and improved overall usability.

Education

Bachelor's Degree in Interactive Design
Universidad Iberoamericana
2008 - 2012

Certifications

UX Certification
Nielsen Norman Group
ID: 1084263

User Research & HCI
Interaction Design Foundation

Skills

UX & Product Design
Product Design Leadership
Business & UX Strategy
User Experience Design
User Research and Usability
Interaction & Visual Design
Mentorship and Support
Accessibility WCAG
Cross-Platform UX

Toolkit

Figma, Sketch, ProtoPie, Zeplin, UserZoom, Maze, Photoshop, Illustrator, After Effects.

Languages

English
C1 / IELTS Academic

Spanish
Native

Ask me about

Digital Art, Sound Design, Speculative Design, Sci-Fi, Urban Cycling, Running.