

Marisol Vázquez

Product Designer

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Personal statement

Passionate about solving modern problems with creative solutions for humans. I love creating products, from problem definition and user research, through low/high-fidelity prototyping, Marketing and Growth strategising, and finally going into production. I've been working for 6+ years at startups in early stages helping them conceptualise and envision products, most of my recent work has been web with focus on the food and hospitality industry. In the last year, I've also gathered more experience in Brand Design and graphic design in general. I welcome change, I am open to new challenges and opportunities, I'm a fast learner and I enjoy working with diverse teams.

Qualifications

- Work in cross-functional and vertical teams alongside Product, Engineering, Marketing and Business to define problems and create solutions, and delineate both long-term strategy and short-term tactics to improve product.
- Full responsibility of the digital product vision, product roadmap and digital product development by owning the end-to-end design process.
- Rapidly prototype potential solutions, identify which has the most promise, and mobilise the team to develop a minimal viable product to validate with real users.
- Carry out usability testing and user experience research to corroborate assumptions and validate solutions based on hypotheses.
- Work closely with the Digital Marketing team to understand the audience and define the product online strategy and other digital marketing functions such as SEO, insertion of tags, and conversion tracking.
- Agile Methodology to enable rapid delivery.

- Manage product backlogs by creating the list of items and prioritise them based on the overall strategy, business objectives and resource availability using Jira and other SaaS.
- Be user focused I will act as the voice of the business and the users, telling their story during the whole product development lifecycle.
- Work closely with the Growth and Marketing team to plan the strategy, implementation and generation of leads through social media advertising.
- Be responsible for design excellence. I will advocate for robust UX frameworks, foster a healthy feedback culture and help the team value building great user experiences as an essential part of achieving business goals.

Roles and responsibilities

- Responsible for the communication of new products and improvements to all stakeholders.
- Responsible for SEO keyword research, user stories, workflows, sitemap, mock-ups, road mapping and prototyping.
- Use of tools such as: Search console, Google Trends, Facebook IQ, Facebook Insights to Go and Google Scholar to conduct research.
- Provide technical direction and liaising with developers early and often in the product development lifecycle.
- Work closely with the broader design team to both give and receive feedback and to consistently raise the bar for quality in design and execution.
- Develop and manage digital marketing campaigns mainly Facebook ADS.
- Measure and report performance of social media advertising (ROI and KPI's).
- Optimize copy and landing pages for paid search engine marketing campaigns.
- Identify creative growth techniques to hack the OKRs with creative product or feature development ideas.

Professional work experience

Position: Freelance Product Consultant
Duration: Dec 2018 – COVID 19

Client: Wavecation (<https://wavecation.com>)
Location: Based in Miami, USA. 100% remote startup.
Bio: Wavecation connects ocean lovers with places to stay near surf breaks.

The company: Founded by Juan, Wiki, Ren and Mackey. Juan Dulanto, founder and CEO of Wash.io who raised \$16.82 million dollars in funding from several Venture Capital firms. Juan is an Entrepreneur in Residence (EIR) at 500 Startups. Wiki Chaves is a former Experience Designer at Airbnb and other major companies like Xapo and Lenovo. Ren Waze who is an experienced Customer Support Strategist in startups such as Good Eggs. And Mackey Vázquez who is a known entrepreneur in the Mexican ecosystem.

Summary: As a Product Designer Consultant, I worked along the development team, design team and business team in order to create a product for our 2 types of users: hosts and guests who are by no means similar to each other. Given the nature of the niche, it has been a challenge to design a product that both focuses on the user and maintains a high-end tech level. The problems presented were that our hosts have a poor internet connection and they lack average technical skills to use the platform. After analyzing a couple of data sets, I found that our hosts are more probably to have only the role of a host and rarely to be both a host and a guest. With that in mind I focused on creating a separately experience for each of our two types of users. We are now creating an easier platform tailored to the context and knowledge of each host providing all the tools they need to successfully manage their properties on the platform.

Position: Sr. Product Designer
Duration: Jan 2019 – Aug 2019
Client: Jüsto (<https://justo.com>)
Bio: The first 100% online supermarket in Mexico and Latin America.
Location: Mexico City, MX

The company: Founded by the former global president of Cabify, Ricardo Weder. Jüsto is the first startup in Latin America to have raised \$14.2 million dollars and the first Mexican startup to have investors from Silicon Valley and Europe, such as Foundation Capital, Mountain Nazca and 500 startups.

Summary: The job was offered to me after my previous experience in Tianguify (later described). This was the second time I have worked in a startup whose product is an ecommerce for the food industry. The challenges presented in this project were by far the most ambitious ones given the vision of the company which wants to excel in the quality and the freshness of their produce as their value proposition. Jüsto wanted to deliver the groceries express (one-hour delivery), same day and next day at the lowest cost; the implementation of this requirement had to be iterated many times to achieve an optimal web and mobile solution, giving the user the control at all times maintaining a consistent and usable interface through the customer journey. The solution had to account for the OPS team to minimize costs, routes and personal resources.

Position: Sr. UX Designer

Duration: Feb 2018 – Oct 2018

Client: Goula-Sopexa

Bio: Specialists in the food industry in Latin America.

Location: Mexico City, MX

The company: Goula was founded by David Roldán and Roberto Zaráin. Goula is a specialist in the food industry in Latin America. They work together with Sopexa, which is an international communication agency focused 100% on food, drink and lifestyle with presence in more than 30 countries. Their aim is to educate and transform the culture around the food in Latin America.

Summary: The challenges presented in this project were primarily focused in performance and optimization. Page load is a key aspect of how a user perceives the performance of the site. By the time I analyzed the page I noticed a considerable waiting time for 20 secs and a couple of programming mistakes.

We focused on some of the best performance practices. We tracked a couple of metrics such as FMP (First Meaningful Paint), TTI (Time to interactive). We implement a couple of strategies such as offscreen loading, resolution switching. After being applied those

techniques we were able to reduce the time between 2-3 secs depending on the internet connection.

Position: UX and Product Designer

Duration: Sep 2017 – Mar 2018

Client: Tianguify

Bio: Fresh groceries delivered to your home directly from producers.

Location: Mexico City, MX

The company: Tianguify, derived from tianguis, which is a street market with fresh produce for the day. Tianguify was founded by Mackey Vazquez and I, with the purpose of providing users with cheaper and better (quality wise) groceries directly from a La Central de Abasto (Supply Center) which is the largest main wholesale market in the world and the second biggest business center in Mexico City selling more than \$9 billion a year. Tianguify was created due to the immense high prices and shortening of quality and freshness in chain supermarkets such as Walmart. We had a good acceptance rate of the product from the users and press. Since my advocacy for the user we obtained a lot of feedback and improvement ideas to narrow our market niche and we reached 10k users in the first couple of months after launching. Total revenue was \$100,000+ in 6 months.

Summary: When Mackey pitched the idea and the problem to me, I immediately knew the challenges we were about to face, notably the delivery of produce since many produce products are notably frail. This was, and still is, the most crucial factor to the success of a startup trying to deliver quality and fresh produce. Therefore, I started working on how we would build the product and I focused on launching our MVP as fast as possible.

There are many factors that affect the availability, price, quality and freshness of produce. Each day we had to update our product list and prices at around 3- 4am when activity starts at La Central de Abasto and then deliver our orders to the customers maintaining the quality of the product given the extensive area of Mexico City. It is worth mentioning

that my involvement in this project went beyond my area of expertise and I acquired skills proper of an entrepreneur, namely the role of a Growth Hacker (or Growth Designer) and Marketing strategist.

We reached for a bootstrapping culture.

Position: Sr. UX Manager

Duration: Mar 2017 – Sep 2017

Client: Laudrive

Bio: Exclusive private transport services for women in Mexico.

Location: Mexico City, MX

The company: Founded by Luis Fernando Montes de Oca and Jorge Antonio de la Hoz Ramirez. Laudrive is backed by Confidence Financial Services. Confidence is currently an administrator of private equity funds, Investment Banking and mentors of different investment verticals. With the experience of raising capital and investment of more than USD\$2BB.

Summary: Laudrive was a growing startup at 10x scale, we were the “Uber” for women in Mexico City. Sadly, Mexico is one of the most dangerous countries to be a woman and the demand for this kind of services peaked dramatically when Mexican women were being abused, robbed and raped on other mobility platforms. Following an initiative from Mexico’s subway/metro system, Laudrive wanted to separate men and women so women would be and feel safer. We had an amazing acceptability rate by users who wanted to use our service and by users who wanted to become drivers.

When I started working I discover the drivers were not engaged with the product, they weren’t using the app and the on boarding to become a driver was very confusing, the payout mechanism was unclear, they did not even know how to start a trip in the app. Therefore, our aim was to increase the driver’s daily active user (DAU) metric in order to satisfy the constant demand. The proposed solution covered a full revamp for the whole process offline and online, we opened communication trough chat channels in the app, we implemented a reward system in order to increase user engagement, which was the most effective strategy since we managed to increase the offer to satisfy the demand.

Social: I focused on the driver users because this was a user profile I had never worked with before. We had two types of users who wanted to be drivers. Women who were drivers on other platforms and had the sufficient tech skills and knowledge of other mobility apps. And women who had never worked in their life, uneducated mostly, low technical skills, but with a high drive to provide to their family. 70% of them had just lost their partners who were the main providers for their household, had 2+ kids and more than 40 years old. Laudrive is considered a social entrepreneurship as a result for helping women be self-sufficient.

We created a helping and safe community where women felt safe when riding to their destinations, some of them even trusted their kids to our female drivers when they couldn't pick their kids up from school.

This has been the best project that I've had the opportunity to work in. I am very passionate about gender issues and feminist theory.

Education

MSc. Computer Science with Distinction

The University of Nottingham

United Kingdom

Dissertation: 'A multi-platform mobile application to prevent and cure obesity.'

Sep 2015 – Sep 2016

B.S. Information Technology Management

Monterrey Institute of Technology and Higher Education (ITESM)

Mexico

100% Government scholarship

Testimony of outstanding performance in the general examination for graduation degree (EGEL-CENEVAL)

Aug 2008 – May 2013

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