

Carlos R. Andujar

PRODUCT DESIGN LEAD | PROTOTYPER | FRONT-END DEV

EXPERIENCE

Squarespace | Staff Product Designer

Feb. 2025—Present

- Drove a high-impact vision sprint with design and cross-functional partners, resulting in executive commitment to user-centered improvements across Domains; catalyzed subsequent roadmap planning, prototyping, and engineering discovery for core experience enhancements
- Led end-to-end design of Activity History features that enhanced visibility into account and domain actions, elevating user confidence and engagement with core security tools.

Eventbrite | Principal Product Designer

Apr 2022—Aug 2023

- Led design for key A/B tests across iOS, Android, and responsive web platforms, which contributed to surpassing the Consumer Personalization team's annual revenue goal several months early in H1 of 2023
- Drove additional \$15k of monthly revenue and created a new path for event marketers to send additional email campaigns through launching a Pay-as-you-go pricing experiment targeted at non-subscribed event marketers
- Led design northstar vision improvements for Eventbrite's mobile consumer Homepage experience, which drove the personalization team's roadmap planning for 2023 and into 2024

Output | Sr. Product Designer

Aug 2020—Apr 2022

- Led the redesign of guided onboarding for Output's SaaS music platform, which resulted in a significant 8% reduction in 30-day trial churn and a 2x increase in key engagement metrics, contributing to long-term user retention and product adoption.
- Designed Kit Generator which increased app engagement and introduced new ways for users to create music within Arcade, Output's flagship SaaS software instrument

Mailchimp | Product Designer

Jan 2019—Aug 2020

- Drove an increase in campaign send engagement by leading design for and shipping an Email Campaign Benchmarking tool released to 100% of all marketers
- Reduced campaign duplication for marketers by leading design and shipping a Dynamic Content feature that allows users to personalize content blocks for specific audience segments in their campaigns
- Led competitive benchmarking and prototyping concepts for improving Advanced Segmentation features that led to identifying key usability improvements in the product

CONTACT

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EDUCATION

University of North Florida
B.S. Computer Information Systems
Jul 2004—Jul 2006
Partial completion
Jacksonville, FL

Florida State College at Jacksonville
Associate in Arts
Jul 2002—Jul 20024
Jacksonville, FL

COURSEWORK

Reforge | Product Strategy
Fall 2022, Online

Voltage Control | Sprint Masterclass
w/Jake Knapp
July 2019, Austin, TX

IDEOU | Designing Strategy
November 2019, Online

SKILLSET

- Prototyping
- Interaction Design
- UI Design + Visual Design
- Front-end development
- Mobile design
- Group facilitation
- User Research
- Design Systems
- Mentorship

TOOLS

- Figma & Figjam
- React/JavaScript
- Protopie
- Origami Studio
- Play
- Spline
- Codepen + Codesandbox