

# CASE RONQUILLO

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Design Generalist / Product Strategist / AI Co-Creator  
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## WHAT I'M ABOUT

Senior Product Designer with 6+ years of experience driving business impact at B2C & B2B companies. At Ingenio, I led design for onboarding, retention, & acquisition, crafting end-to-end experiences for customer loyalty & new user journeys. I built my design career as the first product designer at a nonprofit fintech & on a design team at a post series-C B2B startup, where I leveraged collaboration & adaptive skills to lead strategic initiatives in engagement, user research, design ops, & admin workflows. I thrive in environments where I'm expected to build effective designs by leveraging available resources to deliver on business promises to users.

## WHERE I'VE DONE THE WORK

### **Senior UX Designer | Ingenio, \$60M+ e-com marketplace for guidance | 2024-2025**

- Increased same-day mobile app conversions by 34% QoQ through personalized recommendations addressing behavioral barriers
- Increased mobile deposits by 9.5% by reducing cognitive load in conversion flows
- Improved NPS by 71% QoQ among high-value customers & stabilized churn through optimized gamification strategies with PMs & data analysts
- Led comprehensive user research across 8 focus areas, optimizing first-time mobile user experiences & influencing product strategy
- Championed AI integration across business units to streamline qualitative research & accelerate insight-to-action timelines
- Partnered with engineering to establish scalable design-to-development workflows, supporting a unified platform code migration through design QA efforts

### **Product Designer | Torch, B2B professional dev startup, series-C | 2022-2023**

- Directed a strategic UX audit, redesigning the user journey that led to a new onboarding flow that improved customer time-to-value
- Redesigned cohort/path management, reducing admin friction in complex workflows across 3 business offerings
- Streamlined RSVP workflows via optimizations reducing no-shows & cancellations
- Scaled design operations, improving team velocity & design system consistency

### **First/Sole Product Designer | SaverLife, non-profit fintech startup | 2020-2022**

- Boosted YOY retention 100% by addressing engagement barriers via gamification design, user interviews, & data analysis
- Reduced unclaimed cash rewards from 39% to 3% by designing an intuitive single payout UI that addressed barriers to action
- Rapidly deployed an emergency financial relief experience within 2 weeks during COVID-19 that dispersed over \$2M to most vulnerable members
- Crafted a comprehensive design system that enabled faster deployment of new features while maintaining consistency across user touchpoints

### **Product Designer | Freelance | 2019-2020**

- Led a 3-person junior design team to launch a company's first conversion flow for their fitness subscription service for seniors via research on accessibility needs
- Optimized children's book delivery service conversions via user research, addressing parental concerns on product pages

### **Software Sales Rep | IBM | 2015-2019**

- Navigated complex business problems by collaborating with product/eng. teams to map Fortune 500 client needs to IBM solutions, resulting in multiple 6-figure deals
- Led complicated proposal approval process for a Fortune 100 company that involved gaining several executive approvals, worldwide cross-collaboration
- Collaborated with technical experts & product managers in various sales roles ranging from AI, cloud, & IT infrastructure; tallying 200+ sales cycles
- Developed deep understanding between end-user motivations & business objectives that later informed design career

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## **EDUCATION**

### **University of Oregon | 2010-2014**

- B.S. for Business Administration (with sports emphasis), Minor in Comms.

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## **CORE SKILLS**

- End-to-end Design Ownership / UX Strategy / Data-informed Design / Stakeholder Management / Design systems / Animation / Conversion & Optimization / Cross-functional collaboration (PM, Eng., Brand, Marketing, Customer Support, Data Science, GTM) / User Research (qualitative. & quantitative) / System Thinking / Figma / Claude / Replit / Relay.app (AI agents) / Dovetail / Webflow