CASE RONQUILLO

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

Senior Product Designer with 6+ years driving measurable business impact across B2C marketplaces, nonprofit fintech, and B2B SaaS. I've led onboarding, retention, and conversion design at Ingenio; built a design practice from zero as SaverLife's first/only designer; and shipped Mocky, an AI-powered interview and communication coach, independently to the App Store. I thrive where I'm expected to figure it out and deliver.

WHERE I'VE DONE THE WORK

Creator & Designer | Mocky, AI Interview/Comms. Coach (iOS) | 2026-Present

- Designed, built, and shipped an AI-powered interview and communication coaching app from concept to App Store launch using Replit, Claude API, and ElevenLabs
- Integrated ElevenLabs voice agents and Claude APIs to deliver real-time, adaptive interview feedback tailored to role-specific competencies
- Developed custom brand identity including a risograph-inspired icon system ("Shadow Pop") and full App Store marketing assets
- Owned the entire product lifecycle: user research, UX/UI design, front-end development, App Store Connect management, and iterative releases

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 with data-dense tables, filters, and bulk actions—reducing admin friction in complex workflows across 3 business offerings
- Streamlined RSVP workflows via optimizations reducing no-shows & cancellations

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

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
- Collaborated with technical experts & product managers in various sales roles ranging from AI, cloud, & IT infrastructure; tallying 200+ sales cycles

EDUCATION

University of Oregon | 2010-2014

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

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