

CASE RONQUILLO

Design Generalist / Product Strategist / AI Builder

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Portfolio: caseronquillo.com / [LinkedIn](#) / [Mocky on the App Store](#)

WHAT I'M ABOUT

Senior level product designer that has owned conversion, retention, and recommendation experiences at an ecommerce marketplace and built a fintech nonprofit's design practice from zero to produce effective habit loops, gamification experiences that moved behavior, not just screens. Solo, I've shipped Mocky, a voice-first interview & communication coach to the App Store, and Soundcheck-SF, a music discovery site that won 1 of 5 design awards out of 11k participants. I go where I'm handed ambiguity and expected to deliver.

WHERE I'VE DONE THE WORK

Sole Designer, Builder | Mocky, Communication Coach (iOS) | Jan 2026 - Present

- Solo-designed, built, and shipped an AI-powered interview and communication coaching app from concept to App Store launch — owning every layer
- Architected a voice-first practice experience using ElevenLabs conversational agents and the Claude API to deliver real-time, role-specific interview feedback
- Built and shipped on React Native (Expo) with a Supabase backend and a freemium in-app-purchase model — managing App Store Connect, compliance, and iterative releases end to end
- Created the full brand and design system — a custom icon language, marketing assets, and App Store creative

Design Engineer | Independent | Oct 2025 - Present

- *Tools:* Shipped custom tools to enhance my design process. Examples:
 - *Unstuck* — a design research tool that's built on top of the Mobbin MCP into a web app that produces examples based on strong problem framing
 - *Tap2Critique* — Turns a double-tap on the back of an iPhone into a custom and structured design critique based on principles
- *Live products:* Turned this process into producing award winning ideas. Examples:
 - *Soundcheck-SF* — Turns "where can I find live music this week?" into an explorable isometric map of SF's live-music scene using fully automated and live data; Config Makeathon 2026 award winner (11,000+ entrants, 130+ countries) and built within 2 weeks

Senior UX Designer | Ingenio, \$60M+ e-com marketplace | May 2024 - Jun 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

Product Designer | Torch, B2B startup, series-C | Jan 2022 - June 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

First/Sole Product Designer | SaverLife, non-profit fintech | March 2020 - Jan 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

Software Sales Rep | IBM | Nov 2015 - June 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

EDUCATION

University of Oregon | B.S. Business Administration, Minor in Communications

CORE SKILLS

- *Tools & AI:* Figma · Webflow · Dovetail · Claude API · ElevenLabs · MCP servers · Cursor · Replit · Relay.app · React Native (Expo) · Supabase
- *Craft:* Design systems · Conversion & optimization · Animation · User research (qual + quant) · Cross-functional leadership