

KARINA MONDRAGON

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Summary

Accomplished Lead UX Designer at Amazon, specializing in design development, and optimization. Proficient in Figma and skilled in problem-solving, I advocate for the use of design systems, driving impactful user experiences across fintech products.

Skills

- User research and usability testing
- Information architecture
- Wireframing and visual design
- Prototyping
- Lean UX practices
- Figma
- Photoshop
- Balsamiq
- Design systems
- Problem solving

Experience

- 07/2024 - Current
Amazon
Lead UX Designer
 - Lead end-to-end new product features for several fintech products used by over 400+ users at Amazon. Leveraging data-driven insights to improve user engagement by 25% each quarter.
 - Enhancing user satisfaction by implementing standardization across several FinTech products. Collaborating with cross-functional teams, including stakeholders, project managers, engineering teams, and leadership.
 - Developed customer journeys, information architecture and wireframes facilitating the creation of new UX features and ensuring clarity and consistency across the user experience.
 - Be an advocate for the Design System (Cloudscape by AWS) to make the products look more cohesive.
- 06/2022 - 04/2024
AWS (Amazon Web Services)
Senior UX Designer
 - Facilitated discovery sessions to identify user and business needs.
 - Created wireframes, flow diagrams, user journey maps, and high-fidelity prototypes for effective user experience communication.
 - Advocated for and streamlined design processes across product, engineering, and cross-functional teams.
 - Automated processes and interfaces in AWS Fintech tools to enhance usability and finance objectives.
 - Collaborated with Project Managers and Engineers to develop functional and cost-effective designs aligned with business goals.
- 11/2021 - 06/2022
Fair.com
Senior Product Designer
 - Designed and executed end-to-end contract signing process for online auto shopping experience.
 - Collaborated with UX research team to identify pain points and test usability solutions.
 - Presented wireframes, interactive prototypes, and concepts to stakeholders and executives.
 - Audited and updated web and mobile UI components, enhancing user retention by 30%.

- 05/2019 - 11/2021
Diversity.io
Senior UX Designer
 - Designed user interfaces in various formats (Web, iOS, and Android), enhancing user satisfaction and retention through structured design approaches, increasing retention by 20% every year.
 - Help build a cohesive design system to improve our design process.
 - Created wireframes, high-fidelity mock-ups, and testing prototypes for UX research, improving user engagement.
 - Managed and mentored design team interns, participating in hiring and onboarding processes.
 - Collaborated with cross-functional teams to define project requirements and goals.
- 12/2014 - 12/2020
Goodway Group
Lead Product Designer
 - Designed mock-ups for advertising campaigns based on customer ideas and needs, enhancing brand visibility and user engagement.
 - Created animated mobile ads using Google Web Designer, improving ad performance and user interaction.
 - Maintained and created brand guidelines documents for Chevrolet, Cadillac, and GMC, ensuring consistency and clarity across all marketing materials.
 - Designed and built email blasts with HTML and CSS, enhancing user engagement and brand visibility.
- 10/2018 - 04/2019
App to Succeed.inc
UX/UI Designer
 - Designed wireframes and high-fidelity mock-ups for web and mobile applications, optimizing features.
 - Defined company brand elements alongside designers to maintain consistency across all teams.
 - Utilized Jira within a scrum framework to collaborate with product managers on project timelines.
 - Supervised and mentored interns in the design team, assisting in recruitment and training.

Education

- 09/2007
Santa Monica, CA
Bachelor of Science in Interactive Media Design
The Art Institute of Los Angeles

Certifications

Cal State University of Fullerton, Fullerton, CA, User Experience and Customer Center Design, 04/01/18

Portfolio

- <https://www.karina-portfolio.com/>