

# Arielle Rojas

## Product Designer

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## Work Experience

### UX Designer | Banco General

Jul. 2023 - Present / Panama

- Led end-to-end design for digital fixed-term deposit flows within Banco General's mobile app, improving transaction speed by 60% and reducing manual support by 40%.
- Designed and implemented the bank's first design token system, establishing 50+ standardized tokens for consistent UI across platforms
- Spearheaded a provisional design documentation system, improving guideline registration efficiency by 50%.
- Organized and conducted over 40+ usability testing sessions to gather user feedback on prototypes and existing products, achieving a user satisfaction rate of 85% for new digital term-deposit flows.
- Utilized agile methodology and completed projects within a 2-week sprint cycle, collaborating with a multidisciplinary team of 10+ stakeholders including developers, product managers, and senior executives to ensure high-impact results.

## Design Projects

### Product Designer | Fundación Educación Vial (Volunteer)

Oct. 2022 - January 2023 / Panama, Panama

- Led a project based on the design of a didactic board game aimed to teach road safety concepts to kids attending Panamanian schools for the program "Caravana Vial".
- Conducted thorough desk research and documentation review, a focus group and 2+ rounds of in-person usability testing using low-fi and hi-fi prototypes.
- Collaborated with a multi-disciplinary team of six road safety and accessibility experts.
- Designed the game's board, cards, roulette, packaging, and overall visual identity, while complying with the pedagogical and accessibility requirements set by the stakeholders.

### UX Designer | Centro de Reproducción Asistida de David (Contractor)

Jan. - Apr. 2022 / David, Panama

- Designed a proposal for a responsive website for a fertility clinic based in Panama from conception to delivery, improving user satisfaction by 60%.
- Organized and conducted online qualitative user research and 2+ usability testing sessions.
- Created and refined prototypes through multiple rounds of iteration based on research insights and feedback using Figma.
- Improved conversion rate by 53% by implementing a self-service appointment scheduling flow, verified through A/B testing.

## Education

### Bachelor in Industrial Product Design | University of Panama

Jan. 2019 - Dec. 2022 / Panama, Panama

- GPA: 2.9 out of 3.0.

## Skills

### Design

Responsive,  
Concept sketches,  
Information architecture,  
Wireframes,  
Prototypes,  
Mockups,  
Design systems,  
Presentations

### Research

User interviews,  
Usability testings,  
Persona hypothesis,  
Blueprints,  
User journey,  
Competitor analysis,  
Data analysis

## Tools

### Design

Figma, Sketch, inVision,  
Adobe Suite, HTML/CSS

### Product / Project Management

Jira, Trello, Smartsheet,  
Slack, Miro, Notion,  
usertesting.com

## Certificates

Google UX Design  
Specialization  
Certificate (2022)

Codecademy Build a  
Website with HTML,  
CSS and Github Pages  
Skill Path (2021)

CalArts UI/UX  
Specialization (2020)