

Socorro Izaguirre

Sr. Experience Designer | Product Designer

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Experience Designer with 8+ years of experience crafting user-centered solutions. Expertise includes user research, interaction design, user interface and UX strategy, driving improvements in B2B/B2C platforms and enhancing workflows through cross-functional collaboration.

Work Experience

Senior Experience Designer | CHUBB Nov 2023 - Present

- Leading the redesign of renewal and endorsement workflows on CHUBB's internal auto insurance platform, streamlining complex processes to improve efficiency. The new experience is projected to reduce support tickets by 50% and increase agent satisfaction by 65% after launch.
- Collaborated with the Marina Design System team to align with global standards, integrating accessibility best practices to enhance WCAG compliance and usability, making approximately 80% of our platforms more inclusive and user-friendly.
- Advocated for UX across digital transformation teams by collaborating with PMs, developers, and engineers to drive user-centered design (UCD), resulting in a 70% improvement in the UX discovery phase through design thinking and UX research.

UX/UI Design Manager | Banco Azteca May 2019 - Nov 2023

- Maintained and enhanced the bank's mobile app using Material Design principles, ensuring consistency and usability while advancing the *Sarape Design System* to standardize UX across 10+ payment and money transfer features.
- Enhanced the service payment feature, leading to a 50% increase in transactions—boosting payments for both existing services and previously difficult-to-find services that users had not paid for before.
- Adapted the bank's app UX for LATAM markets, making it the #1-rated financial app in Guatemala's Play Store during its first year of release and maintaining its top ranking.
- Led the UX design team for the *App 2.0 scrum*, enhancing key transactions by aligning user needs with business KPIs while ensuring compliance with *Banxico* regulations.

Senior Digital Designer | Quick Brown Fox Feb 2018 - Feb 2019

- Designed digital products for 5 early-stage startups, driving a 40% increase in client acquisition within 6 months by improving user engagement through strategic design solutions, while also supporting business development with pitch proposals.
- Developed *Holding88's Design System* with unique variants for each startup, creating a cohesive brand identity while standardizing design patterns, tokens and design principles; accelerated product development and reduced design inconsistencies across the holding.

Senior Digital Designer | Blokmedia Jan 2016 - Feb 2018

- Created digital content for 4 major brands (Starbucks, Appleton Estate, Activia, SURA), increasing user engagement by an average of 45% on social media.
- Developed targeted digital marketing content strategies and supported 6 successful campaigns, aligning visual storytelling and messaging to drive measurable marketing performance and brand communication.

Web Design Lead | Alternativa Digital Feb 2013 - Jan 2016

- Drove business growth by delivering comprehensive design solutions for 9+ digital products across diverse industries, improving user experience and achieving business outcomes.
- Lead the client proposal lifecycle, from initial needs assessment and strategic solution design to successfully presenting and negotiating final proposals with clients.

Education

Bachelor's Degree in Interactive Design

Universidad Iberoamericana
2008 - 2012

Certifications

UX Certification

Nielsen Norman Group
ID: 1084263

User Research & HCI

Interaction Design
Foundation

Skills

UX & Product Design

Product Design Leadership
Business & UX Strategy
User Experience Design
User Research and Usability
Interaction & Visual Design
Mentorship and Support
Accessibility WCAG
Cross-Platform UX

Toolkit

Figma, Sketch, ProtoPie,
Zeplin, UserZoom, Maze,
Photoshop, Illustrator, After
Effects, Atlassian tools (Jira
& Confluence), Mural

Languages

English

C1 / IELTS Academic

Spanish

Native

Ask me about

Digital Art, Sound Design,
Audio-visual Live Acts,
Sci-Fi, Urban Cycling,
Running.