

CINTHYA FLORES

PRODUCT DESIGNER IN VANCOUVER

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Product Designer with six years of experience building end-to-end elegant and functional customer-centric product solutions. Two years of experience leading projects that achieved an 800% revenue growth since the pandemic.

WORK EXPERIENCE

Product Designer and Marketing Coordinator

Sep 2019 - Oct 2021

Chorefree Living Inc

- Iterated our service for a new market based on user research and following design thinking strategies, achieving 800% revenue growth since the pandemic's start.
- Redesigned the website to create a seamless booking experience for realtors, reducing the ordering time to 90 seconds and increasing our recurrent customers by 10% monthly.
- Led product iteration of new features in a cross-functional team, including finance, sales, and operations departments.
- Created Chorefree's design system and implemented it into the website, marketing materials, and in-person experience.
- Designed the new chore assistant app to monitor and reward cleaners, reducing cleaning overtime by 22% and improving employee retention by 28%.
- Gathered qualitative and quantitative feedback and set KPIs to analyze the product success regularly.

Graphic and UX/UI Designer

May - Sep 2019

Sugar Design Group

- Created user flows, UI prototypes, and design systems for USA and Canada clients.
- Worked with agile development teams to meet tight deadlines between projects.

Product Designer

Aug 2015 - Apr 2019

Reevo Design

- Led all phases of the design process (user research, brainstorming, prototyping, and implementing) in 15 projects, helping businesses launch or grow.

SKILLS

Product Design

Design Thinking

Figma

UX/UI Design

User research

Adobe XD

Graphic Design

Digital Marketing

Adobe Illustrator

Agile Methodologies

Google Analytics

Adobe Photoshop

EDUCATION

2021 **Digital Marketing Bootcamp** / Alacrity Canada

2019 - 2020 **Diploma in Innovation and Entrepreneurship** / Tamwood Careers

2010 - 2015 **Bachelor of Product Design** / ITESM (Tecnológico de Monterrey)