

SILVIA B.

WEBSITE
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PROFILE SUMMARY

Product Designer and Digital Marketing Specialist with more than three years of experience improving customer journeys, increasing conversions, and shaping data-driven digital experiences. I combine product design expertise in research, UX planning, and interface creation with hands-on marketing skills in analytics, funnel optimization, and CRM-focused journey improvements.

SKILLS

- CUSTOMER JOURNEY OPTIMIZATION
- CRM MANAGEMENT
- A/B & USABILITY TESTING
- GOOGLE ANALYTICS & EVENT TRACKING
- CONTENT & BRAND COMMUNICATION
- DATA-DRIVEN DECISION MAKING

WORK EXPERIENCE

FREELANCE PRODUCT DESIGNER & DIGITAL MARKETING SPECIALIST

MK Kredit [06/2024 – PRESENT]

- Led the redesign of the company website, improving conversion by 20 percent through clearer user flows, refined messaging, and stronger behavioral tracking.
- Created brand-consistent digital materials that strengthened customer engagement by 10 percent.
- Supported marketing by setting up Google Analytics, defining key tracking events, and analyzing funnel performance.
- Advised leadership on product planning, prioritization, and long-term digital strategy grounded in user behavior insights.

HEAD OF PRODUCT DESIGN

CARELOOP [03/2022 – 05/2024]

- Directed the design and experience strategy for a multi-platform recruitment solution from concept to full launch over an 18-month period.
- Collaborated with marketing to establish tracking frameworks, define KPIs, and ensure product decisions aligned with acquisition and engagement goals.
- Worked closely with product, engineering, and operations teams to align the roadmap, clarify requirements, and maintain a cohesive user experience.
- Increased team efficiency by 30 percent through improved workflows, communication structures, and design processes.

CERTIFICATIONS

- UI/UX DESIGN
- WEB DEVELOPMENT
- GOOGLE DATA ANALYTICS

EDUCATION

BACHELOR'S DEGREE IN PSYCHOLOGY

LCC INTERNATIONAL UNIVERSITY [2011 - 2015]