Lucila Di Vanni Frick

Senior Product Designer | 0 to 1 · SaaS · UX Research · Systems Thinking · Designs & builds with AI
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CASE STUDIES

Mercado Libre · Jardin · BlackRock · Jimdo · Bicho Feliz

PROFILE

Complex domains are where I do my best work. I look for where the work gets stuck, for a team or for its customers, learn what the people inside the system need, and design the change that takes that work away. **When a problem is ambiguous, I take it end to end**: research decides what gets built, the trade-offs with engineering define how it works and what it costs, and the screens ship. In 6+ years that has meant taking a B2B compliance product from a vision deck to designs in six months and owning checkout and pricing at Jimdo. After Jimdo I took a planned year for German (B2) and to come back hands-on, and since June I have designed and built the operations app an animal rescue's volunteer team uses today.

SKILLS

Product Design · Product Discovery · UX Research · User Interviews · Usability Testing · Systems Thinking · Journey Mapping · Information Architecture · Interaction Design · AI-assisted Prototyping · Data Visualization · Design Systems · Accessibility (WCAG) · Workshop Facilitation · Stakeholder Management · A/B Testing · Content Design · Data Modelling · Figma · Maze · Mixpanel · FlutterFlow · Supabase (PostgreSQL) · Claude Code · HTML & CSS

EXPERIENCE

Product Designer & Builder | Bicho Feliz | Munich, Germany (remote) | Jun 2026 – Present

Volunteer project for Fundación Bicho Feliz, an Argentinian animal rescue NGO, built remotely from Munich. In production, used by the whole team.

- Designed and built the operations app that is replacing the rescue's 32-column shared spreadsheet, shaped with the area coordinators and made for volunteers who work from a phone.
- Designed the data model as the backbone of the product: animals, foster homes, people, adoptions and a health record with one entry per event, plus what each role can see and change.
- Built it myself: first in FlutterFlow, then rebuilt on the same Supabase (PostgreSQL) base with Claude Code, making the product decisions and reviewing the code. Under three months, at no extra cost for the organization.
- Automated the post-adoption follow-up: emails go out on their own every week, and when a family does not answer, the app offers the WhatsApp message already written. In use by the whole volunteer team, with 95+ animals on record. Read case study

Career Break | Munich | May 2025 – May 2026

- Planned year after Jimdo: travel, intensive German up to B2 (Goethe), and the IxDF courses that brought me back to product design (Object-Oriented UI Design, AI for Designers).

Product Designer | Jimdo GmbH | Munich, Germany (remote) | Nov 2022 – Apr 2025

SaaS website builder for small businesses and freelancers, about 250 people. Moved to Munich to join. Only designer in the checkout team, with an engineering manager, five engineers and analytics support, and long periods without a PM.

- Owned checkout, pricing and upsells across plans, payment methods and tax rules.
- Cut checkout drop-off by 10% by removing redundant steps and integrating Stripe and Apple Pay.
- Redesigned the in-product pages that sell paid features into one shared pattern: +2% conversion on the first feature it was tested on, then rolled out to the rest.
- Kept experimentation running when there was no PM: analyzed the funnel in Mixpanel and Tableau, ran usability tests in Maze, wrote and prioritized hypotheses and followed A/B tests to results.
- Proposed a pricing and packaging structure based on the stage a business is in, presented it to the CEO and CPO, and joined the pricing and packaging group.
- Built the checkout component library in Figma from scratch, with naming agreed with engineering.
- Settled disagreements with evidence instead of hierarchy: agreed up front how each option would be tested, facilitated design sprints and critiques, and shipped the result. Read case study

Associate UX Product Designer | **BlackRock (iShares)** | Budapest, Hungary | Jan 2022 – Sep 2022
World's largest asset manager. Fund websites for investors in the UK, Germany and the US.

- Designed the first data visualizations for the iShares fund comparison tool, on regulated data with strict Compliance rules about what can be shown: the charts sit next to the figures, never instead of them.
- Made the charts readable without colour (WCAG AA) and validated them through many rounds of unmoderated tests on UserTesting.com that I set up, ran and analyzed.
- Migrated every iShares Compare screen from Sketch to Figma, with accessibility built into each component, and wrote responsive specifications for every breakpoint, market and state. Read case study

UX/UI Designer | **UX Studio** | Budapest, Hungary | Feb 2021 – Jan 2022
UX design agency, ~50 people. Moved to Budapest to join. Client project: Jardin, for targens GmbH (Stuttgart).

- As the only designer on Jardin, a 0-to-1 B2B compliance product, turned a client vision that existed only as a deck into flows, screens and a base design system in six months, ready to show buyers.
- Merged two role-based workflows into one case before any screen was drawn: one business partner, one record moving through stages, each person seeing only their part.
- Designed the risk evaluation screen: the analyst sees how the automated score was reached and can override it with evidence.
- Facilitated the information architecture and brand workshops with the client, and tested the product in interviews and usability tests. Read case study
- Inside the agency: reviewed portfolios and joined hiring interviews, and wrote articles on UX writing and empathy for the UX Studio blog.

UX Content Designer | **Mercado Libre** | Buenos Aires, Argentina | Sep 2019 – Feb 2021
Largest e-commerce and fintech company in Latin America, with a UX team of 500+. Logistics team.

- Helped launch Envíos Extra, Mercado Libre's first crowdsourced delivery network, from the first idea to launch in about 12 months. It replaced 1 in 3 third-party deliveries, and the network was later opened in Brazil and Uruguay.
- Wrote the value proposition that convinced someone to sign up, plus the recruitment landing page, sign-up, in-app content and FAQs, with Legal, two product designers and two product managers.
- Designed the driver onboarding around legally required documents and helped write the research guide for sessions with drivers.
- Built the HTML tables in the FAQ section and taught the content team to do it without a developer. Promoted from Analyst to Semi-Senior during the project. Read case study

Digital Specialist | **Licencias OnLine** | Buenos Aires, Argentina | Nov 2016 – Sep 2019
B2B software distributor, about 200 people across Latin America.

- Designed and built HTML landing pages and email campaigns for SaaS and B2B clients, and ran the first A/B tests on them.
- Defined the structure to normalize the CRM data, and managed Google Ads campaigns.

EARLIER

Account Manager and Customer Care | **Restorando (now TheFork)** | Buenos Aires, Argentina | 2015 – 2016
Shift Supervisor | **Starbucks** | Buenos Aires, Argentina | 2011 – 2015

EDUCATION

Bachelor's Degree in Communication | **Universidad Argentina de la Empresa (UADE)** | Buenos Aires | 2018
Also studied: Journalism | **Higher Technical Diploma (TEA, 2013)** · **Psychology** | **Undergraduate (UCES, 2014 – 2015)**

Courses & Teaching: Object-Oriented UI Design (IxDF) · AI for Designers (IxDF) · UX & Interaction Design (UTN) · UX/UI Design (Coderhouse) · UX/UI Advanced Tutor (Coderhouse) · Teacher (Semillero Digital)

LANGUAGES

Spanish (native) · English (C1) · German (B2) · Portuguese (A2) · Italian (A1)