

Lucila Di Vanni Frick

Senior Product Designer UX/UI · Mobile & Web · Design Systems · User Research

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Senior Product Designer with 8+ years of experience shaping intuitive, scalable digital products across mobile, SaaS, fintech, and logistics. I lead end-to-end design — from discovery and user research to Design Sprints, Figma prototyping, and design system ownership.

I know how to move fast without losing structure. Argentina taught me the first part, Germany shaped the second. And that tends to be exactly what a product team needs.

I bring a background in Communication and Psychology to every challenge, and I thrive in agile, cross-functional teams where design has a real seat at the table. Currently available and based in Munich, open to remote and hybrid roles across Europe.

Core Skills & Tools

UX/UI Design & Prototyping (Figma) · Mobile-first Design (iOS & Android) · Design Sprints & Workshop Facilitation · User Research & Usability Testing · Design Systems & Component Libraries · Personas, Journey Maps & Experience Frameworks · Information Architecture & Content Design · Accessibility (WCAG) & Conversion Optimisation · AI Tools for Design & Productivity · Slack · Notion · Jira · Trello

Experience

Career Break — Professional Development & Exploration | Munich, Germany

MAY 2025 - MAY 2026

- Explored freelance and collaborative work formats — confirmed that my strongest work happens embedded in a product team, focused 100% on design.
- Reached German B2 and completed AI courses across Coursera, Udemy, and self-directed learning.
- Travelled, recharged, and made time for the things that get lost during intense work periods.

Jimdo GmbH | Munich, Germany (Remote)

Product Designer | NOV 2022 - APR 2025

- Led end-to-end redesign of the mobile checkout flow — simplified step structure, thumb-friendly tap targets, and reduced visual noise for small screens, driving a 2% uplift in conversions on a flow already above industry benchmarks.
- Facilitated Design Sprints and ideation workshops with PMs and engineers to rapidly prototype and validate new product directions.

- Introduced Apple Pay and trust-building UI signals to reduce friction and cart abandonment on web & mobile.
- Used AI tools to generate and test copy variations across checkout steps, and to prioritise A/B test sequences based on drop-off data — accelerating iteration without adding research cycles.
- Owned and maintained the Figma design system, ensuring component scalability and cross-platform consistency.
- Collaborated closely with developers on accessible, WCAG-compliant UI components.

BlackRock Hungary Kft. | Budapest, Hungary

Associate UX Product Designer | JAN 2022 - SEP 2022

- Redesigned fund comparison experience through improved data visualisation and interaction patterns, reducing cognitive load for end users.
- Ran moderated usability testing sessions and translated findings into iterative design improvements — including the deliberate decision to remove the comparison feature on mobile based on user data, prioritising single-fund clarity over feature parity.
- Led Figma migration from Sketch, including accessibility audit and component library restructure.
- Collaborated cross-functionally with Compliance and Product to balance regulatory constraints with user needs.

UX Studio | Budapest, Hungary

UX/UI Designer | FEB 2021 - JAN 2022

- Designed a B2B compliance platform from zero — led stakeholder interviews, defined MVP scope, and built the full design system in Figma.
- Facilitated conceptualisation workshops and user interviews with clients and cross-functional teams.
- Delivered responsive web flows, ran moderated usability testing, and iterated rapidly through validation cycles.
- Contributed to the studio beyond client work — participated in design hiring (portfolio reviews and candidate evaluations) and wrote for the agency blog on [empathy](#) and [UX writing](#).

MercadoLibre S.R.L. | Buenos Aires, Argentina

UX Designer & Content Strategist | SEP 2019 - FEB 2021

- Designed native-feeling mobile flows for a last-mile delivery driver app — package scanning, routing, and real-time trip updates optimised for one-handed use and low-connectivity environments across 5 LATAM countries.
- Led end-to-end UX and content strategy for landing pages, internal dashboards, and the driver mobile app — collaborating with product, development, and legal across multiple markets.
- Applied plain-language UX writing and localised content adapted for each market's cultural context.

- Promoted from Analyst to Semi-Senior mid-project. Reusable UX patterns adopted by other teams.

Licencias OnLine S.R.L. | Buenos Aires, Argentina

Digital Marketing Specialist | NOV 2016 - SEP 2019

- Designed landing pages and HTML email campaigns for SaaS and B2B clients; improved open rates by 25%.
- Led CMS training initiative that reduced content update time by 40%.
- Managed and analysed AdWords campaigns for vendor platforms.

Earlier Experience

Restorando (acq. by TheFork) | Buenos Aires, Argentina

Customer Success & Account Manager | FEB 2014 - NOV 2016

Starbucks Coffee | Buenos Aires, Argentina

Shift Supervisor & Barista | MAY 2010 - FEB 2014

Education & Certifications

Bachelor's Degree in Communication | Universidad Argentina de la Empresa (UADE) | 2018

AI Tools & Workflows | Self-directed learning | 2025 - PRESENT

UX/UI Certification | Coderhouse | 2020

UX & Interaction Design | Universidad Tecnológica Nacional (UTN) | 2019

Web Design Certification (HTML, CSS) | Coderhouse | 2016

Languages

Spanish: Native

English: C1 — Full professional proficiency

German: B2 — Intermediate (actively improving)

Portuguese: A2 — Elementary

Italian: A1+ — Advanced beginner