

Lucila Di Vanni Frick

Senior Product Designer
Complex products · Research ·
Systems · Increasingly hands-on

CONTACT

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WHAT I DO

- Product discovery & UX research
- Complex, data-intensive products
- Workflow & systems design
- Experimentation & A/B testing
- Content design & UX writing
- Design systems, accessibility, Figma
- Build: data models, auth & roles, Supabase, Claude Code

EDUCATION

BA in Communication
Universidad Argentina de la Empresa (UADE), 2018
Object Oriented UX (IxDF) · AI for Designers (IxDF) · UX & Interaction Design (UTN) · UX/UI Certification (Coderhouse)

LANGUAGES

Spanish	Native
English	C1
German	B2
Portuguese	A2
Italian	A1

LOOKING FOR

A startup, or a dedicated team inside a company that is changing something in people's lives: technology, health, energy, anything with that shape. Munich or remote.

PROFILE

I design tools for people at work. The hard part is never the screen: it is messy workflows, dense data, and somebody who has to decide from them and answer for it.

Eight years across three countries, from a marketplace and a logistics network to asset management and SaaS. I pull and analyse my own data, take disagreements to a test, not a meeting, and increasingly build what I design. At **Jimdo** I shipped the cheap wins in a checkout already beating benchmark. At **BlackRock** I turned dense fund data into something an investor could decide from, in a regulated product. At **UX Studio** I took a compliance tool from a business idea to a defined product. At **Mercado Libre** I wrote the offer, the sign-up and the app for a delivery network that did not exist yet. **Generalist by choice, and most useful in the room before anyone has decided what the problem is.**

EXPERIENCE

Product Designer & Builder MAY 2025 – PRESENT

- Independent project** · Munich, Germany
- A year I took on purpose, not a gap: German up to B2, the courses I never had room for, and a real product built end to end.*
- ~ Designed and built a production-ready app for a nonprofit animal rescue: workflows, user roles, data model and requirements, then implemented it myself in FlutterFlow and Supabase. Rebuilt it in code on the same database: 92 animals, 23 volunteers, nine roles.
 - ~ Expanded technical fluency through hands-on work with databases, authentication, permissions, integrations and backend-driven workflows.

Product Designer NOV 2022 – APR 2025

- Jimdo GmbH** · Munich, Germany (remote)
- ~ Led end-to-end work across checkout, pricing, landing pages and upsells, combining funnel analysis, testing and experiments for the highest return on the least effort.
 - ~ Contributed a 2% conversion uplift on a funnel already above industry benchmark, cut checkout time by ~30% and drop-off by 10%, through removed steps, new payment integrations and embedded add-ons.
 - ~ Settled long-standing design disagreements with A/B tests and qualitative research rather than seniority, including retiring a three-year-old result that no longer held.
 - ~ Built and owned the checkout Figma library, which is what made the experiments cheap enough to run.

Associate UX Product Designer JAN 2022 – SEP 2022

- BlackRock Hungary Kft.** · Budapest, Hungary
- ~ Turned an open brief into a defined problem and shipped data visualization into a fund comparison tool, helping investors compare products with less effort.
 - ~ Partnered with Compliance, Product and Engineering to balance user needs, accessibility and regulatory constraints; led the Sketch to Figma migration for the team.

UX/UI Designer FEB 2021 – JAN 2022

- UX Studio** · Budapest, Hungary
- ~ Led discovery and end-to-end design of a compliance tool for targens, a German banking-software vendor entering a new market: stakeholder interviews, research, workshop facilitation, MVP definition and alignment across client and internal teams.

UX Designer & Content Strategist SEP 2019 – FEB 2021

- Mercado Libre S.R.L.** · Buenos Aires, Argentina
- ~ Helped launch Mercado Libre's first crowdsourced last-mile delivery network, in Mexico, from first idea to live product in under a year. Promoted from Analyst to Semi-Senior.
 - ~ Owned the content end to end: value proposition, recruitment landing, a sign-up that collected seven legally required documents, the driver app and the FAQs, designed for people working in real-world physical conditions.

Digital Experience Specialist NOV 2016 – SEP 2019

- Licencias OnLine S.R.L.** · Buenos Aires, Argentina
- ~ Landing pages, email campaigns and digital experiences for SaaS and B2B clients (+25% open rates). Where I started measuring what I made, and taught myself the HTML to build it.