

Karen Vanessa Victoria Murillo von Boeck

LEAD PRODUCT DESIGNER | UX/UI | PRODUCT STRATEGY

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PROFILE

Product design and UX/UI professional with a 15+ year career spanning visual design, digital experiences, business and product leadership. Lead end-to-end design at Teamateur, from architecture and user flows to interfaces and iteration. Combine hands-on Figma work with team leadership, commercial priorities and analytics. Use Claude and ChatGPT in design workflows and am incorporating Figma Make into functional prototyping.

CORE CAPABILITIES

UX strategy and research synthesis; information architecture; user journeys and flows; wireframes; UI design; design systems; prototyping; usability; product prioritization; stakeholder collaboration; cross-functional delivery.

PROFESSIONAL EXPERIENCE

TEAMATEUR | Bolivia / LATAM | April 2025 - Present

CEO | Product Lead | UX/UI Designer

- Designed the app and operational web experience from scratch for players, venue owners and tournament organizers, including bookings, teams, matches, community, tournaments and subscriptions.
- Define architecture, flows, interfaces and functional priorities; work with engineering on implementation, QA and iteration based on feedback, operational needs and metrics.
- Lead a multidisciplinary team of approximately 15. The platform reached 4,000+ registered users in one year and expanded across Latin American markets.

CREDIFONDO SAFI | Bolivia | 2025 - Present

Digital Marketing Consultant | Financial Services

- Manage digital content, paid media, performance tracking and reporting, translating results into communication and optimization recommendations.

MOTHER FOCUS AGENCY | Bolivia | 2024

Digital Marketing Manager

- Managed corporate accounts, budgets, digital execution and reporting; coordinated team delivery for clients including YPFB Chaco and YPFB Andina.

FARMACORP / FARMACLUB | Bolivia | 2022 - 2023

Head of Loyalty | Product Owner, Farmaclub App

- Led app requirements, prioritization, validation and functional launch within a loyalty ecosystem of approximately one million members. Product leadership role; not the visual UI designer.
- Managed a direct team of four and nationwide projects and campaigns with budgets close to USD 1 million, aligning technology, operations, marketing and vendors.
- Used activation, frequency, redemption and retention indicators to guide product and customer-experience initiatives.

EXPERIENCE CONTINUED

TUNL | Fintech | 2022

UX Designer | Short-term Project

- Reviewed user flows, information hierarchy and interfaces for a financial product focused on APIs, authorizations and banking integrations.

BANCO DE CREDITO BCP | Bolivia | 2021 - 2022

Paid Media Growth Hacker | Digital Lending

- Led segmentation, messaging experiments, attribution and conversion analysis for digital lending. Contributed to approximately 4% growth in disbursements attributed to digital channels in Q4 2021.

MYPLANET / ORIUM | Toronto, Canada | Remote | 2020 - 2021

Digital Designer | UX/UI

- Designed landing pages, HubSpot templates, digital flows and partnership materials for a retail technology company; collaborated with Growth Marketing, Partnerships and business stakeholders.
- Applied accessibility requirements to PDF and presentation deliverables. Experience in accessible communication and document design, rather than specialist web compliance auditing.

TOOLBOX | Bolivia | 2019

Digital Director

- Supervised digital and design delivery, coordinated client campaigns, media investments and reporting, and developed website work for GES / Imprenta Sagitario.

INTERLAT | Colombia / LATAM | 2016 - 2018

Senior Content Manager | #LatamDigital Events Director

- Developed landing pages, content and campaigns; coordinated regional events and the #LatamDigital Awards, with 30,000+ votes, 5,000 nominations and 100 winners.

SELECTED DESIGN AND TEACHING WORK

Construvia | Design System | 2026: Created a design system with Claude as part of the workflow. Work includes color and semantic tokens, typography, component states and marketplace screens in Figma, with documented contrast guidance. Project in development.

Independent consulting | 2010 - Present: Design, web, branding and digital strategy. Selected clients include Unifica360, Isabel Orias, JetAirways Academy and Fundacion Atenea.

Instituto Tecnico Superior Atenea | 2015 - 2016; consulting 2025: Graphic design teaching and digital consulting. Developed curricula for Digital Marketing and UX Design/Development programs.

EDUCATION

Master's in Digital Marketing and Business Intelligence, UTEPSA | In progress

Master's in Project Management, CEUPE | 2023 - 2024

Bachelor's in International Marketing and Communication, Panamerican Business School | 2021 - 2023

Micro Degree in Data Analytics, Crehana / Universidad Latinoamericana | 2022

Higher Technical Degree in Graphic Design, Instituto Tecnico Superior Atenea | 2014

Fine Arts, Sculpture, Universidad Mayor de San Andres | 2009

TOOLS AND LANGUAGES

Design: Figma (components, variants, Auto Layout, libraries, prototyping), Miro, Adobe Creative Cloud. **AI:** Claude, ChatGPT; recently adopted Figma Make. **Product and data:** Azure DevOps, Asana, Trello, HubSpot, GA4, Power BI. **HTML/CSS:** working knowledge with AI-assisted development.

Spanish: native. **English:** B2, self-assessed. Available to start immediately.