

# CAROLINA 'COCO' URREGO

Sr. Product Experience Designer · Wellness & Guest Experience Specialist

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## ABOUT ME

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Sr. Product Experience Designer with 9+ years crafting joyful, human-centered digital products across wellness, lifestyle, sports, healthcare, and consumer entertainment. I blend strategic UX thinking, scalable design systems, and visual storytelling to create experiences that feel effortless — and genuinely move people. I thrive in matrix organizations, collaborating fluidly across product, engineering, brand, marketing, and operations to bring innovative digital experiences to life at scale. Currently pursuing advanced studies in Human-Computer Interaction to deepen my expertise at the intersection of design, wellness technology, and behavior-driven product innovation.

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## CORE COMPETENCIES

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- ◆ End-to-End UX & Product Design
- ◆ Design Systems & Scalability
- ◆ Mobile-First Responsive Design
- ◆ Guest & Consumer Experience
- ◆ Cross-Functional Collaboration
- ◆ Figma · Adobe CC · Prototyping
- ◆ Wellness & Lifestyle Branding
- ◆ Usability Testing & Research
- ◆ A/B Testing · Analytics · WCAG

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## EXPERIENCE

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### Product & User Experience Designer II

Sep 2022 – Present

#### NBC Universal · Sports Tech & Lifestyle

*Clients: GolfNow, Golf365, Athena (Performance & AI), GolfPass, Ticketing, Booking Engine, Troon*

- Led end-to-end UX/UI design for B2B and B2C consumer platforms, improving guest engagement and optimizing conversion-critical flows for 1M+ users across web and mobile.
- Designed intuitive, guest-facing booking and notification experiences — bridging digital and in-venue moments in real time, analogous to on-property consumer product design.
- Built and maintained scalable design systems in Figma ensuring WCAG 2.1 accessibility and cross-platform consistency across a portfolio of consumer lifestyle products.
- Executed A/B tests that boosted feature adoption by 9%, directly informing product roadmaps and prioritization across cross-functional teams.
- Collaborated with product, engineering, brand, and business stakeholders in a matrix structure — aligning competing priorities to deliver cohesive, high-quality consumer experiences.
- Conducted usability testing, heuristic evaluations, and competitor benchmarking to guide full redesigns of guest-facing booking flows.

### Product & UX Designer, Solution Analyst

Aug 2020 – Aug 2022

#### Deloitte & Touche · Healthcare Technology, FinTech & Education

*Clients: Accumulus Synergy, Transamerica, FirstChoice Health, Maryland Education*

- Designed and tested digital health and wellness platform experiences, reducing user error rates by 30% through iterative research and refinement.
- Redesigned navigation and information architecture for healthcare portals, increasing task completion speed for patients and care coordinators across desktop and mobile.
- Partnered with engineering, compliance, and operations teams in a large matrix organization — delivering scalable, WCAG-compliant UX for government and healthcare systems.

- Documented and scaled design systems to reduce design debt, ensure UI consistency, and accelerate onboarding across multi-disciplinary teams.

## Brand & UX Designer, Co-Founder

Oct 2016 – Present

### Coconut Studios Co. · Health, Sports & Storytelling

*Clients: Artysana, Platamani, Sweet Magnolia, Translations & Interpretations, Espacio Mutuo & more*

- Developed brand identities and UX for 30+ wellness and lifestyle businesses — improving brand recognition and guest/customer trust through cohesive, story-driven design.
- Delivered creative direction across print, digital, and organic social — increasing client engagement by up to 40% through design systems built for scale and sustainability.
- Crafted UX and content strategies for e-commerce wellness clients, aligning storytelling with user behavior to drive conversion and long-term retention.

## Brand & User Experience Designer

Nov 2018 – Oct 2019

### Casa2223 · Wellness & Lifestyle Clients

*Clients: Abercrombie & Fitch, KekoJones, Living L'Magic*

- Created emotionally engaging brand visuals, digital assets, and product photography to bring wellness and lifestyle stories to life across multiple consumer touchpoints.
- Applied SEO and Google Analytics to monitor campaign performance and refine content strategy, improving organic traffic and user engagement.
- Collaborated on targeted digital content that grew brand awareness and boosted user engagement across web and social platforms for wellness and lifestyle brands.

## Design Mentor & UX Instructor

Jan 2023 – Apr 2024

### Avocademy (YC W22) · Fintech & Startup Clients

*Concurrent with NBC Universal role · Clients: Tharwa Crowd, Moss Amigos, Clawest, Homnox, 4Heaven*

- Led product design mentorship at a YC-backed design education platform — guiding early-career designers through end-to-end UX cycles for fintech and startup clients, from discovery research to high-fidelity delivery.
- Reinforced systems thinking, cross-functional collaboration, and portfolio-ready execution — bridging real client project experience with practical design education.
- Led hands-on workshops in digital media, interactive design, and Figma — strengthening students' practical skills and design confidence across mobile, web, and native app contexts.

## EDUCATION

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### M.S. Human-Computer Interaction (Candidate, Starting Fall 2026) |

2026–2028

Northeastern University · Online

*Northeastern's HCI program bridges UX research, behavioral design, and emerging technology — directly aligned with designing innovative, guest-centered digital products at scale. Coursework covers interaction design, cognitive psychology, accessibility, and AI-driven experience design.*

### Master of Fine Arts in Film & Television Production | Full Sail University ·

'19

Specialized in Storytelling & Multimedia

### Bachelor of Science in Digital Arts & Design | Full Sail University ·

'16

Specialized in Branding & UX Design

### UX Certification – Omnichannel Journeys, IA & UX Strategy (In Progress)

'26

| Nielsen Norman Group

## NOTABLE PROJECTS & RECOGNITION

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- **Murdercycle (2019)** — Art Director & Costume Designer · Best in Fest, Orlando Edge Film Festival · Best 80s Retro Short, Vault of Horror Film Festival · Honorable Mention, Global Shorts LA
- **Plantamani Plant Co.** — Full brand strategy, identity, and digital experience design (live at [plantamani.com](http://plantamani.com))
- **Sweet Magnolia** — Brand design, strategy, and web experience (live at [atsweetmagnolia.com](http://atsweetmagnolia.com))
- **Fairway Design System (Golf365 Pro)** — End-to-end design system built for scale, consistency, and multi-product governance