

Araceli Hipolito

Senior Product Designer | Product Strategy · UX · UI

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Senior Product Designer with 7+ years of experience designing B2B and B2C digital products across SaaS, FinTech, EdTech, gaming, PropTech, and creator economy. Experienced leading end-to-end product initiatives from discovery to launch, translating complex business requirements into intuitive, scalable experiences across web and mobile. Strong background in UX strategy, product discovery, interaction design, complex systems, and cross-functional collaboration.

EXPERIENCE

Age of Learning

Senior Product Designer / Game Designer | Dec 2023 – Jul 2026

- Owned end-to-end product design for Activation and Retention initiatives across ABCmouse, from discovery and feature definition through prototyping, playtesting, implementation, and launch across web and mobile.
- Designed parent-facing first-time user experiences spanning user migration, onboarding, profile creation, initial content placement, cross-device activation, referrals, purchase restoration, and single sign-on.
- Designed child-facing gameplay and personalization experiences supporting engagement and retention, including Avatar, Avatar Store Premium, Hamster Store Premium, Magic Rainbow Tracing, Show What You Know, and Jigsaw activities.
- Designed educational experiences for My Reading Academy Español, including the HUB, Atrapalabra, and Trazoo, translating curriculum and learning objectives into age-appropriate interactive experiences.
- Partnered across Product, Engineering, UX Research, Curriculum, Game Design, Art, Animation, Tech Art, and QA, using research insights and playtesting to iterate throughout the product development lifecycle.

Agave Lab

Product Designer | Feb 2020 – Jul 2023

- Designed and evolved B2B and B2C digital products across FinTech, PropTech, Clean Energy, InsurTech, and marketplace businesses, working across both 0→1 MVPs and established products with complex workflows and business rules.
- Designed 0→1 MVPs for MoneyTree, Crosswalk, and Election Contender, partnering directly with founders and business stakeholders to define and prioritize product flows, establish design systems, and translate early-stage concepts into web and mobile products.
- Designed and evolved complex FinTech experiences for Fondimex, including multi-role factoring workflows, data-heavy financial dashboards, design system improvements, and the Validator experience for CFDI validation, invoice management, accounts payable/receivable, and factoring.
- Designed data-intensive B2B SaaS and enterprise experiences, including commercial real estate dashboards, Market Survey and portfolio management for Crosswalk, and policy-management workflows for Solstice Innovations' Equinox insurance platform.
- Collaborated with founders, business stakeholders, Engineering, and QA throughout product definition, design, iteration, and delivery, translating domain-specific requirements into scalable user flows, prototypes, and interfaces.

EXPERIENCE — CONTINUED

Voxfeed

Product Designer | Feb 2019 – Feb 2020

- Designed and iterated web and mobile experiences for a multi-sided influencer marketing platform, supporting brands, influencers, and agencies across campaign participation, proposals, content publishing, audience insights, and payment workflows.
- Contributed to Voxfeed's product ecosystem and design system, designing audience analytics, Instagram Stories and early TikTok campaign experiences, payment flows, and internal administration and moderation tools.
- Designed across multiple product iterations and business models, including Light and Pro versions, translating evolving requirements into experiences for customer-facing and internal platforms.

Biblioteca Pública del Estado de Jalisco “Juan José Arreola”

Design Director / Cultural Manager | Mar 2014 – Jan 2019

- Led the Visual Communication and Cultural Management area, owning creative direction and coordinating a team of service providers while collaborating with internal stakeholders, external vendors, and institutional partners.
- Directed multidisciplinary design and communication initiatives from planning through execution, overseeing visual identity, monthly communications, social media, cultural programming, exhibitions, and museography.
- Led the redesign and ongoing evolution of the library's website, partnering directly with the Development team to translate communication needs into digital experiences and coordinate monthly content updates.

CORE COMPETENCIES

Product Design · Product Strategy · UX Strategy · Product Discovery · User Research · Interaction Design · Information Architecture · Design Systems · User Flows · Wireframing · Rapid Prototyping · Usability Testing · Stakeholder Management · Cross-functional Collaboration · Agile Product Development · AI-assisted Design & Prototyping.

TOOLS

Design: Figma Suite · Adobe Creative Cloud

Workflow: Jira · Confluence · Miro

AI: ChatGPT · Claude · Figma Make

EDUCATION

Claude Design Fundamentals — In Progress · 2026
Coursera

Google UX Design Professional Certificate · 2023
Google

Lean UX Crash Course · 2017
Wizeline Academy

Web Design Certificate · 2013
CAAV — University of Audiovisual Media

Bachelor's Degree in Design & Graphic Communication · 2008–2011
University of Guadalajara · CUAAD

LANGUAGES

Spanish — Native

English — Professional Working Proficiency