

HI, I'M CAROLINA SIJVARGER


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LATEST WORK EXPERIENCE

 2022 - Present


VISTA - Product Creation & Experience (PC&E)

Role: Senior Design Strategist

- Overall doing: Strategic design for digital and physical products in Europe & North America.
- Leading Content strategy from Research, Brief Creation, Product launch, to Performance review.
- Market and Industry Trends analysis.
- Research with Customer Insights data, Qualitative and Quantitative analysis.
- Leading process simplifications for Desk Research within the PC&E team.
- Latest achievement: data-driven decisions to create new content and improve product quality (gaining the company more than \$1M in 6 months with small effort).

Tools: Google, Figma, Miro, Slack, Looker, WGSN.

Stakeholders: Product Managers, Engineers, Marketing, Art Directors, and Graphic Designers.

 2017 - 2022

UNILEVER - R&D Global & Regional

Role: R&D Strategist

- Project Management with internal and external stakeholders, ensuring deadlines were met.
- Led Roadmap creation for the Packaging team to improve innovation workstreams.
- Collaborate on User Tests to evaluate concepts.
- Led Research on Digital trends as part of the digital transformation program.
- Led partnerships with tech companies to develop new eCommerce digital tools.
- Led Research on prototyping technologies, improving the existing lab equipment.

Tools: Adobe, Microsoft, Google forms, Google Analytics.

Stakeholders: Internal Engineers, C-Suite, External Engineers, Marketing and R&D Packaging & Formula.

TRAINING & WAYS OF WORKING

Design Strategy for Innovation – Master's Degree

Politecnico di Milano (In Progress)

Green Digital skills Certificate Program

LinkedIn in partnership with Microsoft

Industrial Design - Bachelor's Degree

Universidad de Buenos Aires

I'm a curious person. I have a passion for researching and learning about new trends and the evolving role of design in solving and simplifying complex problems.

I have an empathetic personality. I prioritize delivering information that resonates with the intended audience. I also appreciate direct and candid feedback, and I'm keen to give feedback if I'm asked.