

Jessika Marisca

Senior Product Designer | AI Agents & Enterprise UX | Growth & iOS

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Based in Naples, Italy ·
Open to remote & EU roles

Senior Product Designer with 12+ years in design, specialized in AI agents, enterprise UX, and growth experimentation. I've designed enterprise tools at the Inter-American Development Bank and Alicorp, turning complex data and AI capabilities into clear, trustworthy experiences, and I bring hands-on experience in A/B testing and e-commerce conversion optimization. Currently expanding into native iOS at the Apple Developer Academy (Swift, SwiftUI), to design and build products end to end.

Experience

Inter-American Development Bank (IDB) / Senior Product Designer

APR 2026 – PRESENT Remote

Lead product design for Country Strategy, part of the IDB's operational portal for planning the bank's multi-year strategy with borrowing countries.

Designed an AI-assisted alignment experience: an AI agent links operations to expected results, with its reasoning shown on demand.

Designed the digital Country Programming Document: a yearly form with 11 narrative owners and approval workflows.

Ran usability testing rounds and built coded prototypes to validate flows before development.

Alicorp / Product Designer, AI & Experimentation Specialist

OCT 2023 – MAR 2026 Lima, Peru

Led the UX/UI design for Nitro, a sales force management platform, enhancing client tracking and order management.

Designed Insuma (B2B E-commerce): Led UX growth strategies and A/B testing to optimize the conversion funnel. Impact: Reduced cart abandonment by 10% and helped scale the platform to 10,000 active digital clients (restaurants & bakeries).

"Betty" (Internal Enterprise AI Ecosystem): Led the end-to-end design of a secure, privacy-first Generative AI platform for market research. Designed "Generative UI" features that visualize complex data, prioritizing data privacy and IP protection.

Led Taken, an innovation initiative exploring the professional cleaning sector, identifying digital solutions for market expansion. Established scalable design systems, ensuring consistency and efficiency across Alicorp's digital products.

Crehana / UX Design Mentor

AUG 2020 – JAN 2023 Remote, USA

Mentored 300+ UX students, facilitating collaborative workshops and providing tailored feedback to help peers build industry-ready portfolios. Product Contribution: Partnered with the engineering team to design and launch a new mentor chat feature, improving engagement for over 400 active students.

Fahrenheit DDB / Art Director

JUL 2016 – JUL 2020 Lima, Peru

Led 360° campaigns for Oechsle department store, contributing to a 10% increase in brand visibility and a 15% rise in social media engagement.

Falabella / Graphic Designer

APR 2014 – JUL 2016 Lima, Peru

Designed e-commerce campaigns for Latin America's largest retailer and optimized checkout and promotional flows, improving conversions by 15%.

Education

Apple Developer Academy | University of Naples Federico II

SEP 2026 – PRESENT Naples, Italy

iOS development, app design, and startup creation with Swift and SwiftUI, in cross-functional teams.

ELISAVA | Barcelona School of Design and Engineering

2022 – 2023

Master's in UX Design and Management of Digital Services
Specialized in digital transformation, service design, and innovation for app development.

Pontificia Universidad Católica del Perú

2008 – 2014

Bachelor of Fine Arts in Graphic Design

Interaction Design Foundation

2023

UX for Augmented Reality
AI for Designers
Mobile UX Strategy

University of Virginia

2021

Digital Transformation Course

Skills & Languages

Skills:

- AI & Conversational UX: AI Agents, AI Chatbots, AR-powered UX
- Enterprise UX: Complex Data Platforms, Internal Tools
- E-commerce & Growth: B2C UX, Funnel Optimization, CRO
- Research & Testing: A/B Testing, Usability Testing, Data-driven Design
- Design & Systems: Information Architecture, Interaction Design, Design Systems
- iOS: Swift / SwiftUI, Human Interface Guidelines

Languages:

Spanish (Native)
English (Advanced). C1 Level IELTS