

CARLOS JARQUIN

(445) 260 9411 | goforcarlos.com | jarquin@alumni.upenn.edu

SELECTED PROFESSIONAL EXPERIENCE

MileIQ LLC (Acquired by Bending Spoons, \$100M+ Exit) | Software-as-a-service technology company San Francisco, CA, USA
Senior Product Designer Apr 2022 – Jul 2025

- Led end-to-end design of MileIQ for Teams' web platform, transforming a B2C mileage app into a B2B revenue engine adopted by 10K+ businesses and scaling the segment to ~\$11MM ARR with 110% YoY growth while holding churn to 3%.
- Architected centralized dashboards, automated policy controls, and one-click approvals that cut admins' mileage-processing time by 85%, reduced reimbursement overpayments 25%, boosted active MAU 43%, and drove 78% annual retention.
- Ran 75+ multivariate experiments (78%-win rate) with 4,500 beta admins to refine onboarding, reporting cadence, and automation cues—turning qualitative insights into shippable patterns that guided final launch.
- Orchestrated cross-functional sprints with Design, Engineering, Growth, and Marketing to align pricing, adoption, and compliance—unlocking a predictable B2B acquisition channel and contributing to MileIQ's acquisition by Bending Spoons.

Boston Consulting Group, Inc. (BCG X) | Global strategic management consulting firm New York, NY, USA
Summer Strategic Designer (Specialty Consultant) Jun 2024 – Aug 2024

- Staffed in BCG's *Industrial Goods* and *Health Care* practices, specializing in corporate finance and strategy, tech and digital advantage, AI and digital strategy (digital strategy roadmap/digital maturity assessment), and product development cases
- Developed a digital fleet management strategy and AI platform for a Fortune 500 logistics management company
- Conducted ethnographic and market research with 45 relevant stakeholders including fleet managers, directors, and senior leadership to identify concrete ways digital fleet management tools can optimize fleet delivery and efficiency
- Generated consumer insights to inform pricing survey (Gabor-Granger) and develop data-driven pricing strategies

Design × Health Research Innovation Lab | Interdisciplinary research laboratory hub Edmonton, AB, Canada
Design Researcher Sep 2020 – Apr 2023

- Developed evaluation tool through iterative testing with medical professionals, community members, and opioid users, enabling provincial professionals to identify and evaluate effective opioid poisoning prevention and intervention resources
- Led year-long co-design sessions with subject matter experts, fostering a deeper understanding of user experiences and championing/building respectful dialogue to reduce the stigma associated with opioid use, prevention, and intervention

Academic Technologies | Medical education innovation design studio Edmonton, AB, Canada
Experience Designer Intern Jan 2022 – Apr 2022

- Crafted two-month pilot study of 117 participants with long-term care and retirement village stakeholders to better understand current hydration practices through iterative co-design frameworks and a series of interactive workshops
- Designed a high-fidelity, affordable smart hydration tracking coaster and companion dashboard, using cognitive psychology and statistical analysis principles to reduce hydration tracking error to $\pm 0.5\%$ and operational costs by 35%

SELECTED LEADERSHIP + SERVICE EXPERIENCE

World Design Organization® | Global non-governmental organization Montreal, QC, Canada
Young Designers Circle Collaborator Sep 2023 – Sep 2025

Lipman Family Prize | Global social impact award Philadelphia, PA, USA
Lipman Family Prize Fellow Sep 2024 – May 2025

Snider Consulting | University consultancy branch Philadelphia, PA, USA
Consultant (MBA/Graduate Level) Sep 2024 – May 2025

Penn Wharton Innovation Fund | University innovation hub Philadelphia, PA, USA
Investment Board Member Sep 2023 – May 2025

EDUCATION

University of Pennsylvania Philadelphia, PA, USA
Master of Science in Engineering, Integrated Product Design May 2025

- Certificates in Advanced Scientific Computing; Engineering Entrepreneurship

University of Alberta Edmonton, AB, Canada
Bachelor of Design with Distinction Jun 2022

Bachelor of Science in Electrical Engineering, Biomedical Option Jun 2017

- Certificates in Interdisciplinary Leadership; International Learning; Sustainability