

Career Summary

I help companies to create product strategies from airlines, banks and AI startups. Leading projects that align business goals, customer needs and delivery feasibility. I'm comfortable working with C-level stakeholders as well as hands-on execution teams. My design approach: Empirical + Iterative + Incremental.

Summary of Qualifications

Experienced In:

- Design Strategy
- Qualitative Research
- Quantitative Research
- Journey maps
- Live prototype
- Accessibility AAA
- iOS Developer
- JavaScript
- Git
- Figma, Maze

Languages

- Spanish
- English

Globant Career History

Sep 2017 – Current

ZURICH - DISCOVERY, Santiago, Chile (Hybrid)

UX Lead , UX Researcher

Goal: Create a design strategy to unify portals for brokers and intermediaries

- Conducted **13 interviews** with stakeholders and users to identify key pain points
- Facilitated **1 card sorting workshop** to improve navigation and structure
- Ran **laboratory usability tests** for *Broker Reimbursement Flow*

AUGOOR, Santiago, Chile (Remote)

UX Designer

Goal: Design an AI assistant for the B2B2C software development industry

- Designed the **end-to-end user experience of the assistant**, focusing on developer cycle
- Defined **3 core interactions**: *Code Smell Detection*, *Refactoring Suggestions*, and *Explain Code*
- Collected **quantitative insights from 100+ developers** to validate feature relevance
- Ran **5 usability tests** to refine the assistant flow

SKY AIRLINES - DISCOVERY, Santiago, Chile (Hybrid)

UX Researcher

Goal: Define an optimal channel mix based on traveler needs across key segments

- Conducted **15 user interviews** across all segments to uncover travel behavior and pain points
- Created **4 journey maps (As Is)** First Timer, Indirect Retail, Direct Retail, and Corporate
- Created **11 future-state journey maps (To-Be)** based on service gaps

AEROLÍNEAS ARGENTINAS - DISCOVERY, Santiago, Chile (Remote)

UX Researcher, UX Designer

Goal: Build a customer-centric initiative backlog to improve the mobile app experience

- Facilitated a **design principles workshop**, resulting in **6 guiding principles** for the product
- Conducted **heuristic evaluation** of the purchase and travel flow to identify usability issues
- Ran **validation with 36 users**, prioritizing improvements to core app functionalities

ITU BY ITAÚ BANK, Santiago, Chile (Remote)

UX Designer

Goal: Design a new digital banking experience from scratch for the launch of a neobank app

- Executed a **KANO analysis** to identify must-have and differentiating features for the MVP
- Conducted a **benchmark of leading global neobanks** to identify UX patterns
- Designed key app flows including **Transactions, WebPay, Authorization PIN, Digital Card, and Cashback**
- Validated core design hypotheses (e.g., card lock/unlock flow) with a **panel of 50+ users**

AUGMENTED DESIGN, Santiago, Chile (Remote)

UX Designer

Goal: Improve the experience of an AI-powered UX research platform

- Optimized the **user test creation flow** to reduce friction and support a wider range of research needs
- Redefined the **Emotional Journey** feature, enabling **AI-based emotion detection** through facial analysis during testing sessions

LATAM AIRLINES, Santiago, Chile (Hybrid)

UX Designer

Goal: Create a unified booking flow combining miles and money for airline ticket purchases

- Mapped edge cases through **flowcharts** to handle complex payment combinations
- Designed a **single booking flow** integrating miles and money into LATAM's purchase system
- Developed a **high-fidelity prototype with functional code** to implement the miles–money slider interaction
- Validated the end-to-end flow and **miles–money slider** with **10+ frequent flyers**

ITAÚ BANK, Santiago, Chile (On site)

UX Designer

Goal: Improve self-service banking through new digital functionalities

- Designed and delivered the **temporary card block feature** to increase security and user control
- Created the **fully online mutual fund investment flow**, enabling end-to-end digital onboarding for new investors

Career History Before Globant

AIRNGURU, Santiago, Chile (On site)

Jun 2015 – Sep 2017

Head of UX

Goal: The first SaaS platform for airline revenue management to accelerate pricing analysis

- Led the UX strategy and design for key modules: **Competitiveness, Fare Class, and Trends**
- Co-created product features with pricing analysts and industry experts
- Validated solutions with **revenue management teams at Avianca**
- Awarded **2 patents** (US20170323320A1, EU 003467265-0001) for innovation in the **Competitiveness pricing module**

PREYPROJECT, Santiago, Chile (On site)

Feb 2013 – May 2015

UX Designer

SOHO, Santiago, Chile (On site)

Sep 2011 – Oct 2012

UX Designer

Education

Universidad Mayor, Santiago, Chile

2011 – 2011

BS, Designer

DUOC UC, Santiago, Chile

2004 – 2009

Graphic Designer