

### Career Summary

Senior UX Designer with 10+ years of experience, I've led user-centered initiatives in airlines, banks and AI startups. Translating complexity into clear actionable solutions. From discovery to delivery, I help to connect business vision with customer needs and technical feasibility. I'm comfortable working with C-level stakeholders as well as hands on execution teams. My design impact approach is empirical, iterative and incremental. [Visit my Portfolio](#)

### 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 Strategist

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

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

#### AUGOOR, Santiago, Chile (Remote)

Senior 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 **core interactions**: *Code Smell Detection*, *Refactoring Suggestions*, and *Explain Code*
- Collected **quantitative insights from developers** to validate feature relevance
- Ran **usability tests** to refine the assistant flow

#### SKY AIRLINES - DISCOVERY, Santiago, Chile (Hybrid)

Senior UX Designer

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

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

#### AEROLÍNEAS ARGENTINAS - DISCOVERY, Santiago, Chile (Remote)

Senior UX Designer

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

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

#### ITU BY ITAÚ BANK, Santiago, Chile (Remote)

Senior 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 users**

## **AUGMENTED DESIGN, Santiago, Chile (Remote)**

*Senior 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)**

*Senior 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 **frequent flyers**

## **ITAÚ BANK, Santiago, Chile (On site)**

*Senior 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  
BS, Designer

2011 – 2011

**DUOC UC**, Santiago, Chile  
Graphic Designer

2004 – 2009

### ***References***

**Sergio Mendoza Corominas, PhD from Cofounder & CEO @ Airnguru**

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