Pablo Vivanco Lara

Career Summary
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 Lead , UX Researcher
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)
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)
UX Researcher
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)
UX Researcher, 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)
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)
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 **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