

CARLOS SAN MARTÍN M.

PRODUCT DESIGNER / UX DESIGNER

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EXPERIENCE

Senior UX Designer | Principal Chile

Santiago de Chile | Nov 2020 – Aug 2024

I led the design stages in the end to end experience for the creation of the Principal Digital Investment Advisory tool to investment advisors, a Widget that was integrated into the Salesforce CRM tool, which generated autonomy in the management of changes and the creation of incremental and scalability with respect to each of the versions of the product.

Local Design System Manager | Principal Chile

Santiago de Chile | Jan 2020 – Aug 2024

I generated a new contribution and change management model for the design and development libraries, which soon became a reference for the construction of a world-class Design System PDS, being at the service of all the company's professionals to build digital products and experiences.

Senior Product Designer | Scotiabank Chile

Santiago de Chile | Nov 2018 – Nov 2020

I designed the creation of end to end experience flows for the new private website for digital banking clients, a channel that had to support the massive migration of about 300k users to this new platform. Together with the research areas, we generate a workflow for the creation of new and better versions of the product based on the needs of the users who adopted this new experience.

Product Designer / 2Brains

Santiago de Chile | Apr 2018 – Nov 2018

I participated in the creation of digital experience flows for internal products of the BCI Pyme banking company, where I designed digital products based on the needs of the customer segment. Collaborated directly with research teams to generate product versions in the improvement cycle.

EDUCATION

Master in Data Analysis for BI

UCEN, Santiago de Chile

2021 – 2023

Bachelor of Graphic Design

INACAP, Santiago de Chile

2017 – 2010

SKILLS

Prototyping	Interaction Design	Design Patterns
Product Discovery	Design Ideation	Design Hand-off
Design Research	Data analysis	Storytelling
Project Management	Product Knowledge	

TOOLS

Figma	Maze	Storybook
Zeroheight	Adobe Suite	Lookback
Jira	Confluence	Power BI
Tableau	Excel	

