

SKILLS

UX Research

Interviews, Usability Testing, Surveys, Heuristic Evaluation, Card Sorting

Prototyping

Figma, AI

Data & Experimentation

A/B Testing, Product Metrics

Accessibility & Responsive

Inclusive Design, Mobile-first Patterns

UX Writing

Content Design, Voice & Tone Guidelines

TOOLS

**Design:** Figma, AI

**Research:** Maze, Hotjar, Lyssna

**Analytics:** Pendo, SQL, Hotjar

**Development:** HTML, CSS, Claude, Copilot, GitHub

LANGUAGES

**Spanish:** Native

**English:** Intermediate

EDUCATION

Product Design Diploma

Edison School · 2025

Advanced UX Writer

UX Writing Academy · 2021

M.A. in Business Management

U. Rafael Belloso Chacín · 2017

Bachelor of Laws

U. Rafael Urdaneta · 2013

"I detect friction by combining qualitative and quantitative research to design understandable solutions that reduce uncertainty and scale the business."

WORK EXPERIENCE

Product Designer

BICE VIDA

Apr 2025 — Present

SANTIAGO, CHILE

- I design end-to-end digital experiences for the App and Virtual Branch, from problem framing and research through prototyping, validation, and handoff.
- I conduct UX Research through interviews, usability testing, surveys, and data analysis to identify friction points and improvement opportunities.
- I design flows and interfaces for insurance and banking products, working alongside Product, Engineering, and the business.

UX Writer

BICE VIDA

May 2023 — Apr 2025

SANTIAGO, CHILE

- Designed and optimized content, microcopy, and information architecture for digital experiences.
- Defined and maintained content, tone, and voice guidelines across products and digital touchpoints.

UX Writer & Product Designer

SBPAY

Mar 2022 — Nov 2022

SANTIAGO, CHILE

- Designed flows and information architecture for a payments app, integrating Product Design and UX Writing.
- Worked on prototypes, navigation, and microcopy to improve the clarity and usability of the experience.

Copywriter → UX Writer

WALMART CHILE

Jan 2020 — Dec 2021

SANTIAGO, CHILE

- Evolved from Copywriter to UX Writer, joining product and design teams.
- Designed and optimized content and microcopy for the digital ecosystems of Líder, Acuenta, and Central Mayorista.

Content Manager

MOVISTAR CHILE

Jun 2019 — Jan 2020

SANTIAGO, CHILE

- Managed and optimized digital content across Movistar Chile's channels and touchpoints.