

I design products and services from discovery to implementation. My approach combines research, service design, and artificial intelligence to transform ideas into functional experiences with agility. I enjoy solving complex problems through user experience design. I've worked in fintech, tasked with making highly complex products more user-friendly. I've built my career in startups with high uncertainty and fast-paced work. I thrive in fast-paced environments and deliver excellent results in short sprints.

## EXPERIENCE

### Semi Senior Product Designer

Aug 2025 – Present

Agenda Pro

Product design across three teams: Marketplace (mobile experience connecting end clients with service providers), ProPay (B2B SaaS features for electronic invoicing, payment methods, commissions, sales reports, etc.), and Fitness (closing functional gaps to capture and retain fitness companies).

### Head of Experience & Design

Sept 2024 – Aug 2025

Btrust

Led marketing and positioning strategy for Btrust and Merlyn AI. Managed a design team, headed the platform and website redesign, and created content for media, events, and social channels.

### Product Designer

Jun 2024 – Sept 2024

Btrust

B2B SaaS design for invoice factoring. The focus was positioning Btrust as an alternative for assigning premium invoices at premium rates.

### Teaching Assistant – MADA

2024

Pontificia Universidad Católica de Chile

TA for "Prototipos Mediales" in the Master in Advanced Design program.

### Research Assistant

2023

Pontificia Universidad Católica de Chile

Assisted in the application for ANID's 2023 "Exploration Projects" call — disruptive science and technology research. Led by Patricia Manns and Lina Cárdenas.

## EDUCATION

### Integral Design

2018 – 2023

Pontificia Universidad Católica de Chile

Highest Distinction (7.0) · UC School of Design Award · Study Abroad at ELISAVA, Barcelona (Valedictorian)

## SKILLS

### Design

Service Design, UX/UI, Interaction Design, Design Systems, Branding

### Marketing

Digital Strategy, Google Analytics, Google Ads, Meta Business

### Research

User Research, Journey Mapping, Service Blueprinting, User Testing

### Tools

Figma, Adobe CC, Jira, Scrum/Agile, Claude Code

## KEY PROJECTS

### Chronos App – Marketplace

Mobile App · Marketplace · Product Strategy

Consumer mobile app unifying discovery, booking, and management of beauty, wellness, and fitness services. End-to-end design of scheduling, payments, onboarding, and retention flows.

126% of booking target · 59.5% multi-bookers

### Factoring Platform – Btrust

Service Design · SaaS Redesign · Research

Holistic redesign of a factoring platform. Service blueprints, journey maps, and A/B testing. Goal: sell an invoice in no more than three clicks.

Onboarding: 13% → 97% · Satisfaction: 3.4 → 4.3/5

### ProPay – User Research & Segmentation

User Research · Segmentation · Strategy

ICP definition by cross-referencing Data Warehouse, HubSpot, and Intercom. Interviews with 15 Power Users. Opportunity Solution Tree with 17 structured experiments.

Definition of 2026 product and sales strategy

### Cultivated Meat Design Framework

Research · Parametric Design · Thesis

Conceptual framework for design's role in cultivated meat. Open-source library of scaffolds designed parametrically with Rhinoceros 7 and Grasshopper.

Highest Distinction (7.0) · UC School of Design Award