



Gabriel Naranjo, Product Designer

Ñuñoa, Santiago, Chile | +56 9 33027231 | ganar@atomictang.com | [linkedin.com/in/ganarce/](https://www.linkedin.com/in/ganarce/) | [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of end-to-end experience in digital product design for banking, finance, and SaaS, specializing in B2B platforms. Expert in user research, UX/UI, and scalable design systems. Proven impact in fast-paced, cross-functional environments, delivering measurable results in user engagement, conversion, and product adoption. Highly autonomous, passionate about design, and experienced in collaborating with global, distributed teams.

KEY ACHIEVEMENTS

- Increased credit card registrations by 24% through research-driven onboarding redesign for Cencosud Scotiabank, optimizing pricing clarity and user flow
- Reduced user friction by 48% and cognitive load by 65% in insurance sales flow, driving higher engagement and sales conversion
- Led UX for Itaú Bank's Enterprise Cash Management, improving information architecture for complex financial products
- Implemented RICE prioritization, maximizing UX impact and aligning with business strategy

EXPERIENCE

Ki Technologies - Itaú Bank (Banking & Financial Services)

Senior UX Designer, contractor

Sep 2024 - Dec 2024, Chile

- Led UX for enterprise banking platform, improving usability, onboarding, and brand consistency for B2B clients
- Conducted A/B testing, user research, and stakeholder workshops to refine product touchpoints

Stratis - Cencosud Scotiabank (Financial Services)

Senior UX Designer

Mar 2020 – Nov 2023, Chile

- Designed and delivered digital onboarding and insurance sales platforms, increasing account registrations and reducing abandonment
- Developed and maintained design systems, ensuring cross-product consistency and rapid iteration
- Collaborated with PMs, engineers, and business stakeholders in agile, fast-paced environments

Procorp (Digital Transformation Consultancy)

Digital Experience Director

Aug 2017 - Jul 2019, Chile

- Led digital transformation for major Chilean brands, translating business needs into scalable, user-centered solutions
- Drove adoption of technology-driven branding and design thinking methodologies

Triphase (Software Development & Consulting)

Director of User Experience

Jan 2001 - Jul 2017, Venezuela

- Delivered B2B and B2C digital solutions for banking and finance, integrating UX best practices and business goals

SKILLS

- **Product Design:** UX/UI, wireframing, prototyping, design systems (Figma expert)
- **User Research:** Discovery, interviews, A/B testing, analytics (Hotjar, Google Analytics, Maze)
- **Collaboration:** Agile, Scrum, cross-functional teamwork
- **Design Systems:** Build & maintain scalable, accessible components
- **Programming:** HTML/CSS (Expert), JavaScript, VueJS
- **Languages:** Spanish (Native), English (C1/C2)

EDUCATION

Instituto de Diseño de Caracas, Graphic Design and Illustration

1992, Venezuela