



Gabriel Naranjo

Senior Product Designer

End-to-end designer specializing in creating successful digital products with a strong focus on user-centered methodologies and business impact.

ganar@atomictang.com
[linkedin.com/in/ganarce/](https://www.linkedin.com/in/ganarce/)
[+56 9 3302 7231](tel:+56933027231)

Achievements

- Generated +20% increase in new credit card registrations at Cencosud Scotiabank through UX improvements
- Successfully implemented user research methodologies that reduced development costs while improving outcomes
- Created cohesive design systems that enhanced user experience across multiple platforms
- Delivered projects for global brands including Hyundai Motor, Mitsubishi Motors, and Cencosud
- Developed strategies that consistently improved business metrics year over year

Technical skills

HTML (EXPERT)
CSS (EXPERT)
Javascript (ADVANCED)

Languages

Spanish (NATIVE)
English (ADVANCED)

Education

Bachelor's Degree in Graphic Design, Illustration
Instituto de Diseño de Caracas — 1992

Experience

Senior UX Designer

Ki Technologies - Itaú Bank

Banco Itaú is Latin America's largest private bank, founded in Brazil. It operates extensively across South America, offering comprehensive financial services to retail, corporate, and investment clients.

HYBRID, CHILE

09/2024 - 12/2024

- Led the Payments product in Cash Management for enterprise clients, implementing user-centered methodologies
- Guided the migration of existing products to the new design system at Itaú Bank
- Conducted comprehensive UX research to identify pain points and opportunities
- Proposed data-driven initiatives to improve the experience of corporate clients while meeting business objectives.

Senior UX Designer

Stratis - Cencosud Scotiabank

A retail credit card company, part of a regional retail conglomerate. Their main product is a credit card that provides exclusive prices in the stores of the group.

HYBRID, CHILE

03/2020 - 11/2023

- Led the redesign of the Credit Card Onboarding microsite, achieving a +20% increase in new account registrations
- Designed comprehensive UX solutions for Automotive, Travel, and Life Insurance products
- Implemented RICE and TARS methodologies to evaluate business and UX impact across initiatives, significantly reducing development costs
- Collaborated with cross-functional teams to ensure alignment between business goals and user needs

Senior UX Designer

Procorp

An internationally recognized Branding and Strategic Design Consultancy in Chile, with regional presence.

ON-SITE, CHILE

08/2017 - 07/2019

- Led digital proposals for Service Design projects across Retail, Education, and Banking industries
- Conducted comprehensive research using Design Thinking methodologies
- Developed user-centered digital initiatives for major Chilean brands
- Facilitated workshops and presented design solutions to stakeholders

Product Designer

Triphase

Owner of my own design studio, specialized in digital products, with clients from the banking, automotive and mining industries.

ON-SITE, VENEZUELA

01/2001 - 07/2017

- Founded and operated a design studio specializing in digital products
- Designed solutions for international clients in Automotive, Banking, Finance, Travel, and Mining sectors
- Utilized platform data and user interviews to generate results that exceeded client expectations
- Created design systems that maintained brand consistency while optimizing user experience

Skills

UX Process

User Research & Testing
(INTERVIEWS, SHADOWING, A/B TESTING)
Customer Journey Mapping &
Service Blueprints
Voice of the Customer & Competitive
Analysis

Wireframing & Prototyping
Design Systems Implementation

Tools proficiency

Design Tools: Figma (EXPERT), Sketch (ADVANCED), Protopie (ADVANCED)
Testing: Maze (EXPERT), Lookback (EXPERT), Useberry (ADVANCED).
Analytics: Google Optimize (ADVANCED), Google Analytics (ADVANCED)
Project Management: Atlassian Jira (ADVANCED), Atlassian Confluence (ADVANCED)