



Gabriel Naranjo

Senior UX/UI Designer

Skilled in user-centered design, research-driven methodologies, and delivering innovative digital transformation solutions through elegant design.

Contact Information

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- **Portfolio, recent cases:** <https://ganar.atomictang.com/portfolio/ux-design-enterprise>

Professional Summary

Senior UX/UI Designer with 6+ years delivering end-to-end digital experiences across banking, retail, automotive, and insurance sectors. Expert in Figma, scalable design systems, and user research, with a proven record of translating business goals into intuitive, responsive interfaces for web and mobile. Skilled at collaborating with Product Managers, developers, and stakeholders to ship pixel-perfect, user-centered solutions that drive measurable business impact.

Key Achievements

- Drove a 24% increase in credit card registrations by implementing user-friendly pricing display in onboarding flow for Cencosud Scotiabank, increasing the annual ROI, directly supporting business growth and digital transformation objectives.
- Reduced user friction by 48% and cognitive load by 65% in insurance sales flow redesign, resulting in higher engagement and sales conversion.
- Implemented RICE prioritization framework for feature development, translating business goals and optimizing resources for highest-impact solutions.
- Reduced support ticket generation by 80% by redesigning the ticket system's landing page, streamlining user flows and addressing key pain points.
- Participated in the full design cycle to deliver world-class, pixel-perfect designs across multiple digital products.

Skills & Tools

- **Product Design:** Wireframing, Prototyping, UX/UI Design, Design Systems (Figma expert for web and mobile), Interaction Design
- **User Research:** Product Discovery, User Interviews, A/B Testing, Heuristic Evaluation, Analytics, Medallia, Hotjar, Maze, Useberry, Dynamic Yield
- **Stakeholder Management:** Presenting case studies, UX documentation, and design artifacts
- **Collaboration:** Agile, Scrum, Cross-functional teamwork with PMs, Engineers, and Business Stakeholders
- **MVP Delivery:** Rapid prototyping, iterative testing, and scalable design systems
- **Design Tools:** Figma (expert), Adobe Creative Suite (Photoshop, Illustrator, XD, expert), Sketch
- **Analytics:** Google Analytics, Hotjar, Lookback, Maze
- **Accessibility:** WCAG 2.0, localization for global products

- **Platforms:** Web (responsive, React, VueJS), Mobile (iOS/Android native and hybrid apps) work with Google's Material Design and Apple iOS Human Interface Guidelines
- **Artificial Intelligence:** Claude (coding and data analysis, some preliminary UX artifacts), Perplexity (research), Gemini (photo proposals, some research)
- **Remote Work:** 5+ years of experience collaborating with distributed teams across multiple time zones

Programming

- **Front-end:** HTML5/CSS3/SCSS (Expert), JavaScript (Advanced), VueJS (Proficient)
- **Back-end:** PHP (Advanced), Twig (Proficient), MySQL and miniSQL (Proficient)
- **Development:** GIT (Advanced), Sublime (Advanced), Brew (Proficient), NPM (Proficient)
- **Content Management Systems:** GravCMS (Expert), Wordpress (Advanced), Storybook (Proficient), Joomla (Expert), Directus (Proficient)
- **Other:** SugarCRM (Advanced), PHPList mailing list software (Expert), Twilio (Advanced), Mailchimp (Expert)

Professional Experience

Senior UX Designer

Freelance | Santiago, Chile

Jan 2025 – today

- **Led end-to-end UX redesign of a Chilean multi-brand car dealer site**, balancing premium vehicle discovery with frictionless service booking to improve conversion across the full user funnel.
- **Developed UX Research proposals**, that solidified complex digital transformation offerings for a Digital Agency
- **Proposed the Information architecture** for a blade inspection report for Helvetis, a drone-based wind turbine inspection firm.
- **Learned strategies to leverage AI in UX and Product Design** to accelerate sentiment analysis, streamline processes in industry standard methodologies, and generate React prototypes using the latest version of Figma
- **Coached junior UX designers 1 on 1** from a regional community.
- **Conceived Newsgage:** a system to analyze news sources and measure the impact of certain stories over time. Currently under development as a personal project to learn more about AI coding and news consumption patterns.

Senior UX Designer / Contractor

Ki Technologies - Itaú Bank | Santiago, Chile

Sep 2024 – Dec 2024

- **Led UX strategy for Enterprise Cash Management platform**, improving user flows and onboarding while maintaining brand consistency.
- **Improved information architecture for complex financial data**, making technical content accessible to non-technical users.
- **Conducted A/B testing, UX research, and stakeholder workshops** to refine product touchpoints and ensure digital experiences aligned with business goals.

- **Collaborated with developers** to ensure pixel-perfect implementation of designs, focusing on both aesthetics and functionality.
- **Designed web mobile dashboards** for enterprise clients, ensuring seamless cross-device experiences.

Senior UX Designer

Stratis - Cencosud Scotiabank | Santiago, Chile

Mar 2020 – Dec 2024

- **Credit Card Onboarding Redesign:** Increased new account registrations by 24% by simplifying complex financial information and improving user flows.
- **Car Insurance Sales Redesign:** Reduced user friction by 48% and decreased cognitive load by 65% through information architecture improvements.
- **Design System Development:** Collaborated in the creation and maintained comprehensive design system that ensured consistency across multiple digital products while accelerating development.
- **Implemented RICE prioritization framework** for feature development, focusing resources on highest-impact solutions.
- **Led full design cycles** from discovery to delivery, working closely with developers to ensure pixel-perfect implementation.
- **Conducted regular stakeholder workshops** to align design decisions with business objectives and technical constraints.
- **Worked as the sole designer on projects**, collaborating directly with developers and product owners to deliver solutions at scale.

Digital Experience Director

Procorp | Santiago, Chile

Aug 2017 – Jul 2019

- **Led digital transformation projects** for top Chilean brands, focusing on translating business goals into cohesive digital experiences.
- **Developed technology-driven solutions** that spanned websites, mobile applications, and internal systems.
- **Conducted competitive analysis**, journey mapping, and design thinking workshops to identify opportunities for innovation.
- **Collaborated with cross-functional teams** to ensure business objectives were met through effective design solutions.

Awards

- Multiple national and international awards for digital product design and digital transformation (IDEAS, ANDA, Yahoo! Best Site, PC News & Report).

Education & Languages

- **Graphic Design & Illustration** – Instituto de Diseño de Caracas (1992).
- **Languages:** Spanish (Native), English (C1 - C2).