

**Santiago Morales**

**Quito, Ecuador (Open to Remote Roles & Relocation)**

+593939568666 | smorales@sanmorales.com

linkedin.com/in/soysantym | www.sanmorales.com

## **PROFESSIONAL SUMMARY**

**Strategic Product Design Director** with 15+ years of experience scaling digital products in HealthTech, Fintech, and E-commerce. Expert in defining Product Vision and driving Operational Excellence for distributed, cross-functional teams of 25+ members. Proven success in bridging user needs with business goals to deliver measurable ROI, including a 300% conversion lift. Adept at establishing Design Operations (DesOps), aligning OKRs, and fostering a culture of continuous discovery to drive impactful growth for international organizations.

## **PROFESSIONAL EXPERIENCE**

**Director of UX/UI & Design**

**PUREFORMULAS**

July 2025 – October 2025 | Remote, USA

- **Strategic Leadership:** Recruited to modernize the design organization for a major US e-commerce player, defining the creative roadmap and aligning Design Operations (DesOps) with OKRs.
- **Operational Efficiency:** Audited and restructured cross-functional collaboration workflows between Design, Engineering, and Marketing, significantly reducing time-to-market for new features.
- **Revenue Growth:** Spearheaded data-driven CRO initiatives to optimize the checkout funnel, directly impacting Average Order Value (AOV) and conversion metrics.

**Senior UX & CRO Specialist**

**SALUDSA**

January 2025 – July 2025 | Quito, Ecuador

- **Impact & ROI:** Achieved a 300% increase in conversion rate (3% to 12%) and reduced bounce rate by 15% by engineering a new sales funnel strategy based on behavioral data analytics.
- **Marketing Automation:** Orchestrated end-to-end HubSpot automation (Marketing & Sales Hub), aligning customer acquisition strategies with user lifecycle stages to nurture leads effectively.
- **SEO Strategy:** Developed and executed a GEO/SEO strategy that improved organic positioning and optimized Customer Acquisition Cost (CAC).

## Director of CX/UX & Product Design

### PUBLIPROMUEVE

April 2021 – October 2024 | Quito, Ecuador

- **Organizational Growth:** Built the CX/UX department from the ground up, scaling it to support Banking and Fintech loyalty platforms for enterprise clients.
- **Team Management:** Recruited, mentored, and led a multidisciplinary team of 25+ designers and analysts, establishing Career Ladders, performance metrics, and Agile/Scrum design pods.
- **Business Value:** Drove a 20% revenue increase for loyalty platforms by optimizing the customer lifecycle strategy and deploying personalization algorithms.
- **Culture Transformation:** Championed a shift towards a Product-Led Growth (PLG) model, integrating CX/UX workflows with Engineering and Product teams.
- **Quality Assurance:** Raised NPS and CSAT scores by 20 points over 3 years through the implementation of continuous discovery frameworks and feedback loops.

## Senior UX Designer

### TRD EC

January 2021 – March 2021 | Quito, Ecuador

- **Experimentation Strategy:** Orchestrated rigorous A/B testing frameworks for landing pages, enhancing Conversion Rate Optimization (CRO) and maximizing lead acquisition for portfolio clients.
- **Data Infrastructure:** Led the technical implementation of Segment analytics, establishing a unified data protocol to track user behavior and inform design decisions.

## Senior UX Designer

### SEGUROS SUCRE

April 2016 – February 2019 | Quito, Ecuador

- **Crisis Management:** Led the experience strategy for high-stakes insurance claims (post-earthquake), achieving a 90% resolution rate within critical deadlines.
- **Service Design:** Optimized omnichannel touchpoints to reduce friction in claims reporting, significantly improving policyholder sentiment during critical events.

## UX/UI Designer

### EARLY CAREER & CONSULTING

August 2010 – March 2016 | Quito, Ecuador

- Delivered CRO, usability, and digital transformation projects for public and private sector clients (MIDUVI, SECOB), including intranet automation and HR platforms.

## EDUCATION

- **Master's in Strategic Management**  
Universidad de Especialidades Espíritu Santo (UEES) | Expected 2026
- **B.S. in Graphic Design**  
Universidad Tecnológica Israel | 2019

## CERTIFICATIONS

- Product Management (2025)
- Advanced UX (LinkedIn Learning)
- UX Specialization (Google)
- Scrum / Agile Methodologies (LinkedIn Learning)
- Analytics Expert (Segment)
- Digital Marketing Strategies Diploma (IPC)
- Marketing Management Diploma (IPC)

## TECHNICAL SKILLS

- **Leadership & Strategy:** Design Operations (DesOps), CRO Strategy, Team Leadership (25+ reports), Stakeholder Management, SaaS Product Design, Design Systems, Agile/Scrum, Remote Team Management.
- **Tech Stack:** Figma, FigJam, HubSpot (Marketing/Sales Hub), Miro, Google Analytics 4 (GA4), Google Tag Manager, Hotjar/Microsoft Clarity, Jira/Confluence.
- **Languages:** Spanish (Native), English (Advanced/Fluent).