

Santiago Morales
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PROFESSIONAL SUMMARY

Product Design Lead with 15+ years of experience specializing in complex SaaS & E-commerce ecosystems. Expert in bridging user needs with business goals, delivering measurable ROI (300% conversion lift). Hands-on mastery of Figma and Design Systems, combining strategic vision with pixel-perfect execution for product design teams.

PROFESSIONAL EXPERIENCE

Lead Product Designer
Banco del Instituto Ecuatoriano de Seguridad Social
January 2026 to Present | Quito, Ecuador

- **Operational Efficiency & Automation:** Designed and launched an automated communications generator for IT staff to handle maintenance and incident reports, drastically reducing task time from 1 hour to just 5 minutes.
- **Data Visualization & Strategy:** Architected a real-time management dashboard to track key daily metrics for leadership, streamlining the reporting process and cutting generation time from over 30 minutes to 5 minutes.
- **End-to-End Product Lifecycle:** Owned the complete UX/UI process for internal banking tools—from user research, information architecture, and prototyping to testing and rapid MVP deployment via AI-assisted development (vibe coding)—establishing a continuous improvement loop.

Lead Product Designer Contract
PUREFORMULAS
July 2025 to 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.
- **Design Ops & Strategy:** Streamlined design-to-dev handoffs by restructuring Figma workflows, reducing feature time-to-market by 20%.
- **Checkout Optimization:** Redesign of the checkout funnel, utilizing data-driven insights to improve Average Order Value (AOV).

Senior UX & CRO Specialist
SALUDSA

January 2025 to 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.
- **User Lifecycle Optimization:** 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 to 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 to 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 to 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 to 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 Led Certification (Pendo)
- Product Analytics Certification (Pendo)
- Advanced UX (LinkedIn Learning)
- UX Specialization (Google)
- Scrum / Agile Methodologies (LinkedIn Learning)
- Analytics Expert (Segment)
- Design Thinking (IEP)

TECHNICAL SKILLS

- **Leadership & Strategy:** Design Operations (DesOps), CRO Strategy, Team Leadership (25+ reports), Stakeholder Management, Remote Team Management.
- **Product Design:** SaaS, Design Systems, Agile/Scrum, Accessibility (WCAG), User Research, Prototyping, Wireframing, User Flows, Information Architecture, Mobile Design (iOS/Android).
- **Tech Stack:** Figma, FigJam, Miro, Google Analytics 4 (GA4), Google Tag Manager, Hotjar/Microsoft Clarity, Jira/Confluence.
- **Languages:** Spanish (C2 - Native), English (C1 - Advanced/Fluent).