

Santiago Correa.

Lead Product Designer

www.linkedin.com/in/scorream
www.santi-ux.vercel.app
scmcdesign@gmail.com
+57 3045791159

Profile

I'm a dedicated and creative Lead Product Designer, detail and goal-oriented. I have over 10 years of experience, I specialize in working with cross-functional teams to deliver innovative, user-centered digital products that align with business goals. I excel in data-driven design, product strategy, and fostering collaboration between design, product, and engineering teams to create scalable and impactful design solutions.

Skills

UX/UI · Critical Thinking · Strategic Thinking · Figma · Prototype & Wireframes · Leadership & Management · Communication · Research · Adaptability · Stakeholder Management · Storytelling · Design Systems · Data-driven Design · DesignOps · UX Metrics · AI in Design · Interaction Design · Agile Methodologies · Customer Experience

Languages

English: C2 / Profient

Spanish: Native

Professional experience

Senior Product Designer
Company: IPG Kinesso
Nov 2024 - Present

Team Lead Designer, Interact (SaaS Platform):
- Led design across multiple modules of Interact, a core SaaS product used company-wide.
- Developed and rolled out a research framework integrating user input and insights directly into the product roadmap.
- Designed and implemented a company-wide UX framework to align design quality, principles, and evaluation standards across teams.
- Introduced a usability benchmarking tool to track design impact and overall product health over time.
- Helped the team adopt data-driven design by mapping UX-relevant events and pitching product dashboards that support better decisions and higher perceived user value.
- Defined the user flow for the Experimentations Lab module, centralizing visualization of experiments from platforms like Google Ads and Meta, significantly reducing user friction and improving efficiency.
- Designed dashboards and data monitors enabling users to centralize information, export reports, and quickly identify critical elements requiring immediate attention.e attention.

Senior Product Designer
Company: Playvox
May 2023 - Nov 2024

Led design transformation and user experience enhancement at Playvox, driving product innovation and customer satisfaction through data-driven design strategies.
- I lead the transformation of their fragmented ecosystem, applying best practices and rigorous user research to build a robust, scalable foundation
- Closely collaborated with product team, and development to ensure features where intuitive.
- Performed user research cycles to reduce client churn and improve user satisfaction.
- Lead workshops and user interviews that allowed us to gather insights and uncover areas for growth and opportunities.

Senior Visual Designer
Company: HUGE
Sept 2020 - May 2023

I was a hands-on designer specializing in both UI and UX. I collaborated with esteemed clients like Google, Audi & Varsity Brands. I worked closely with clients and different stakeholders to ensure results aligned with strategic objectives.
- Implemented iterative enhancements to Google search platform to aid Revenue Growth through Google ads.
- Contributed to the creation of a comprehensive Design System for Google Nest devices prior to GM3.
- End to end product design and art direction for Herff Jones (Varsity Brands). Revitalize their ecosystem in an attempt to aid Revenue Growth and improve brand presence.
- Mentor Junior/Mid designers on professional growth and UX/UI best practices.

UX Designer
Company: Zemoga
Feb 2018 - Sept 2020

Worked directly with a diverse range of clients, including Walmart and Verizon. Over a span of two years, contributed to multiple brand products from the inception of proof-of-concept stages to the development of high-fidelity designs and comprehensive comps.
- Collaborated in Walmart's redesign and design system providing Sketch libraries with primitives, foundations and components that helped the creation of assets and screens
- Contributed to multiple Verizon products from the inception, proof-of-concept stages to the development of high-fidelity designs and comprehensive comps.
- Drived user-center design best practices and actions across the Verizon team

Creative Director
Company: Digital 57
Oct 2017 - Feb 2018

Led the creative team, managing and overseeing a talented team of 8 professionals, including designers and content creators, with the primary objective of enhancing clients' conversion rates.
- Managed and oversaw a team of 8 professionals, including designers and content creators.
- Conducted in-depth analysis of user journeys to design optimized digital products and targeted campaigns.
- Successfully enhanced clients' conversion rates through strategic design and targeted campaigns.

Project Manager
Company: The Busking Project
Feb 2016 - Feb 2017

Responsible for design and development iterations, ensuring product compliance with stakeholders' requirements from initial creation steps to the marketing process.
- Ensured the product complied with stakeholders' requirements through close collaboration with the design and development team.
- Involved in the initial product creation steps and the marketing process.

UX/UI Designer
Company: With Love Magazine
May 2014 - Feb 2016

Involved in research, user journey mapping, wireframing, prototyping, testing, and design. Faced significant challenges due to the brand's segment but successfully delivered an easy-to-use and functional product that decreased the bounce rate and increased leads and customer engagement.
- Conducted extensive research and user journey mapping to inform design decisions.
- Developed wireframes, prototypes, and conducted usability testing to ensure a seamless user experience.
- Delivered a functional product that decreased the bounce rate and increased leads and customer engagement.

UX/UI Designer
Company: Dupont Colombia
Nov 2014 - Feb 2015

Responsible for the research, design, and development of two iOS mobile applications for Dupont's main product, Corian, and a general Dupont app used in their Customer Access Center for Latin America. Also developed an informative web page for internal Dupont use.
- Ensured the apps were user-friendly and met the needs of the Customer Access Center for Latin America.
- Developed an informative internal web page for Dupont, enhancing internal communication and information access.

Education

CoderHouse
Online
Advanced UX|UI Design
(2022 - 2023)

BAU
Barcelona, Spain
Design Management
(2013 - 2014)

Lasalle College International
Bogotá, Colombia
Graphic Design
(2009 - 2011)

Courses & Certificates

IxDF
UX Management

Designlab
Data-Driven Design

Pragmatic Institute
AI Product Expert

University of Michigan
Understanding User Needs