Cristián A. Valenzuela Franzani

Lead Product Designer

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PROFESSIONAL SUMMARY

Design and digital product leader with nearly 10 years of experience, specialized in a **data-informed** approach that combines behavioral analytics, user research, and artificial intelligence to drive **design strategy** decisions with measurable business impact. Experience leading teams, product roadmaps, and stakeholder management across the energy, retail, and transportation sectors. Track record of results: sales growth, reduced operating costs, and sustained improvement of user experience KPIs through agile methodologies and cross-functional collaboration.

KEY ACHIEVEMENTS

- **+150% in sales** ($2,000M CLP ($2.2M USD) → $4,500M CLP ($5M USD)) through the design and launch of a B2B platform with identity validation
- **+40% completed orders** and **rating from 1.7 to 4.8 stars** in 3 months through a data-driven UX redesign
- **-80% in certification turnaround time** for 50,000+ workers across enterprise clients (Enel, Gasco, Metro, CCU)
- **From 15-day cycles to instant billing** through end-to-end digitalization of a critical operational process

PROFESSIONAL EXPERIENCE

Lead UX
Nov. 2022 – Aug. 2026

Gasco Chile

- Led the user experience simultaneously for 8 Product Owners, through direct coordination between the UX team and each product line and its respective roadmap.
- Transformed the UX function from an operational role into a strategic area of the organization, getting every product team to adopt shared design and research standards, through the implementation of continuous research processes and a user-centered culture.
- Built and led a team of 5 UX/UI designers, through the definition of design ops processes, mentoring, and shared quality standards.
- Enabled design decisions grounded in real behavioral data, through the implementation of GA4, Smartlook, and Mixpanel as the organization-wide continuous measurement standard.
- Increased completed orders by +40% and active customers by +30% on Gasconnect, raising the app's rating from 1.7 to 4.8 stars in 3 months and reducing call center calls by 30%, through a full UX redesign and roadmap aligned with Product Owners.
- Increased sales by +150% (from $2,000M CLP ($2.2M USD) to $4,500M CLP ($5M USD)) and reduced discount misuse by 90%, through the design and launch of Gascontigo, a B2B platform with identity validation.
- Generated $2,000M CLP ($2.2M USD) in annual sales, with 3,700 businesses registered in the first year and 28,300 annual orders, through the design and launch of Gascontigo Pyme, an ordering platform for small and medium-sized businesses.
- Reduced the billing cycle from 15 days to instant daily billing, through the end-to-end digitalization of the creation, delivery, and billing process for physical vouchers (Vale Digital), in cross-functional collaboration with engineering and business teams.

UX/UI Analyst
Oct. 2021 – Nov. 2022

Gasco Chile

- Reduced critical user friction across Gasco's core digital products, through research, competitive benchmarking, and iterative usability testing (Maze).
- Improved conversion rate on Club Gasco and Pago en Línea, through the design and prototyping of simplified flows in Figma, validated alongside engineering teams.

Lead UX Designer Apr. 2019 – Oct. 2021
Wisesolutions

- Reduced personnel certification turnaround time by 80% for enterprise clients (Enel, Gasco, Metro, CCU), impacting more than 50,000 workers, through the redesign of critical flows and processes across management platforms.
- Contributed to a 30% increase in workplace safety indicators through usability improvements on operational platforms, validated through direct field research with end users.
- Translated business needs into scalable design solutions for multiple enterprise clients, through on-site contextual research.

UX Designer Aug. 2018 – Mar. 2019
Andain

- Reduced Visual Merchandising validation times for clients such as Ripley, FashionPark, and Colgram, through the redesign of the app experience and new workflow tools.
- Delivered prototypes and production-ready views for mobile and web applications, through iterative design processes focused on usability.

EDUCATION

Graduate Certificate in Data Analysis and Artificial Intelligence May – Dec. 2024
Universidad Adolfo Ibáñez

Graduate Certificate in UX/UI Design May – Dec. 2023
Universidad Finis Terrae

Bachelor's Degree in Digital Communication and Design 2014 – 2018
Universidad del Pacífico

SKILLS & TOOLS

Leadership & Strategy	Design Strategy, Product Strategy, Team Leadership, Stakeholder Management, Roadmap, OKRs/KPIs, Digital Transformation
Design & Prototyping	Figma (expert), Design Systems, Design Thinking, Lean UX, Design Sprints, Atomic Design, User-Centered Design
Research	Maze, A/B Testing, interviews, usability testing, contextual research
Analytics & Data	Google Analytics 4, Smartlook, Mixpanel, Google Tag Manager, Looker Studio, CRO
Management & Collaboration	Agile/Scrum, Cross-functional Collaboration, Jira, Confluence, Miro / FigJam, Notion
AI & Productivity	Claude / Claude Code, prompt engineering applied to research and design
Languages	Spanish (native) English (advanced — reading, writing, and conversation)