

Pablo Vivanco Lara

Career Summary

Senior Product Designer with 10+ years of experience bridging UX, product strategy and business goals. Skilled at translating insights into high impact features, guiding product vision from discovery to launch.

[Visit my Portfolio](#)

Summary of Qualifications

Experienced In:

- Design Strategy
- Qualitative Research
- Quantitative Research
- Journey maps
- Live prototype
- Accessibility AAA
- iOS Developer
- JavaScript
- Git
- Figma, Maze

Languages

- Spanish
- English

Globant Career History

Sep 2017 – Current

ZURICH - DISCOVERY, Santiago, Chile (Hybrid)

Product Design Strategist

Goal: Create a design strategy to unify portals for brokers and intermediaries

- Conducted interviews with stakeholders and users to identify key pain points
- Facilitated card sorting workshop to improve navigation and structure
- Ran MVP validations for intermediaries to inform feature prioritization

AUGOOR, Santiago, Chile (Remote)

Senior Product Designer

Goal: Design an AI assistant for the B2B2C software development industry

- Designed the end-to-end product experience of the assistant, focused on developer cycle
- Defined core interactions: *Code Smell Detection*, *Refactoring Suggestions*, and *Explain Code*
- Collected developer insights to validate product-market fit and refine roadmap

SKY AIRLINES - DISCOVERY, Santiago, Chile (Hybrid)

Senior Product Designer

Goal: Define an optimal channel mix based on traveler needs across key segments

- Conducted user interviews across all segments to uncover travel behavior and pain points
- Created “As-Is” and “To-Be” journey maps to support channel strategy
- Delivered insights to guide prioritization of future channel investments

AEROLÍNEAS ARGENTINAS - DISCOVERY, Santiago, Chile (Remote)

Senior Product Designer

Goal: Build a customer-centric initiative backlog to improve the mobile app experience

- Facilitated a design principles workshop to guide product decisions
- Conducted heuristic evaluation to identify high-impact issues
- Validated improvements with users, ranking by business and user value

ITU BY ITAÚ BANK, Santiago, Chile (Remote)

Senior Product Designer

Goal: Design a new digital banking product for a neobank launch

- Applied KANO analysis to define MVP must-haves and differentiators
- Benchmarked global neobank UX to inform product positioning
- Delivered and validated transactional and card management flows

AUGMENTED DESIGN, Santiago, Chile (Remote)*Senior Product Designer***Goal:** Improve an AI-powered UX research platform experience

- Optimized test creation flow to reduce efficiency KPI setup and complexity
- Enhanced Emotional Journey feature with AI-driven emotion detection

LATAM AIRLINES, Santiago, Chile (Hybrid)*Product Designer***Goal:** Create a unified booking flow combining miles and money

- Mapped payment edge cases to align with technical feasibility
- Designed a single booking flow integrating miles and money into LATAM's purchase system
- Validated the end-to-end flows and miles–money interaction with frequent flyers

ITAÚ BANK, Santiago, Chile (On site)*Product Designer***Goal:** Improve self-service banking through new digital functionalities

- Designed and delivered the temporary card block feature to increase security and user control
- Created the fully online mutual fund investment flow, enabling end-to-end digital onboarding for new investors

Career History Before Globant**AIRNGURU, Santiago, Chile (On site)**

Jun 2015 – Sep 2017

*Head of Design***Goal:** The first SaaS platform for airline revenue management to accelerate pricing analysis

- Led the UX strategy and design for key modules
- Co-created product features with pricing analysts and industry experts
- Validated MVP with revenue management teams
- Awarded 2 patents (US20170323320A1, EU 003467265-0001) for innovation in the Competitiveness pricing module

PREYPROJECT, Santiago, Chile (On site)

Feb 2013 – May 2015

*Product Designer***SOHO, Santiago, Chile (On site)**

Sep 2011 – Oct 2012

*Product Designer***Education****Universidad Mayor, Santiago, Chile**

2011 – 2011

BS, Graphic Designer

DUOC UC, Santiago, Chile

2004 – 2009

Graphic Designer

References**Sergio Mendoza Corominas, PhD. Cofounder & CEO @Airnguru**sergio@airnguru.com