

Sebastián Vergara Gac

Senior Product Designer • UX/UI Designer

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ABOUT ME

Senior Product Designer with over 10 years of experience leading end-to-end product design in large-scale and fast-paced environments. I have worked across fintech, banking, e-commerce, and retail, collaborating closely with product, engineering, and business teams to deliver scalable, user-centered solutions. My background in front-end development allows me to bridge design decisions with technical execution. Lately I have been experimenting hands-on with AI, designing and shipping my own products to explore how emerging tools can improve discovery, iteration, and decision-making without losing sight of the real user.

PROFESSIONAL EXPERIENCE

Product Designer | Raven

May 2023 – Present

Design consultancy with a hub in Madrid. Embedded designer across fintech, real estate and AI projects in Europe and Latin America.

Santander Rewards

2024 – present

Loyalty platform for Santander Chile (+2M users).

- Led end-to-end design from discovery to production (January 2025).
- Aligned components with the global Design System, ensuring consistency and accessibility.
- Conducted usability testing and validation with different user segments.
- Product in production with ongoing improvements based on user behavior and feedback.

Parque Arauco

2023 – 2024

Digital platform for tenant management across Chile, Colombia and Peru.

- Collaborated with 4 product teams on defining and evolving the experience.
- Discovery including interviews, workshops and co-creation with business stakeholders.
- Designed and validated solutions through user testing at different project stages.

Neosmart

2024, Spain

MVP for an artificial intelligence services platform.

- Designed the end-to-end experience, including UI Kit and Freemium/Premium flows.
- Implemented the front-end via CMS, closing the full design-to-production cycle.

Product Designer | Xepelin

Apr 2022 – Dec 2022

One of the fastest-growing fintechs in Latin America.

- Designed an international payments product from scratch, end-to-end.
- Remote research and usability testing with SMEs in Chile and Mexico.
- Product shipped to production with documented success cases.

Product Designer | Justo

Apr 2021 – Mar 2022

Food-tech startup with an existing product but no design system when I joined.

- Reverse-engineered the product to build the design system from scratch.

- Involved the development team to ensure real adoption of the system.
- Designed the order tracking flow and recurring subscription experience.
- Ongoing contact with restaurants and end customers to validate design decisions.

UX/UI Designer | Reign / Apply Digital

Aug 2020 – Apr 2021

Digital design agency. Two projects in parallel with very different design challenges.

- Fybeca: designed the full e-commerce app experience for iOS and Android.
- Built two design systems from scratch, based on HIG and Material Design.
- Embonor Coca-Cola: brand experience landing pages for premium beverage lines.
- Headless CMS implementation with flexible components for ongoing content changes.

UI Designer / Front-End Developer | Cencosud / Paris.cl

Aug 2017 – Jul 2020

One of the largest e-commerce retailers in Latin America. Combined role of UI Design and Front-End Development.

- Redesigned the homepage with front-end implementation, gradual rollout and A/B testing.
- Led design and front-end implementation of CyberDay, a major regional e-commerce event.
- Mobile first approach across all initiatives.
- Platform maintenance and development through Salesforce Commerce Cloud.

SIDE PROJECTS

Selora | getselora.com

Solo product

AI-powered web tool for pronunciation practice: search a word, hear it, see its phonetic transcription and syllables, then record yourself and get per-syllable scoring.

- Designed and built end-to-end as a solo product (Next.js, React, TypeScript, Azure Speech AI).
- Bilingual, SEO-driven experience aimed at long-tail pronunciation queries.

EDUCATION

Behavioral Design Bootcamp — The Behavioral School

2025

Diploma in User Experience Design and Measurement — Pontificia
Universidad Católica de Chile

2019–2020

Master's in Strategic Communication and Branding — Universidad
Mayor

2015–2016

Bachelor's in Crossmedia Design — Universidad Gabriela Mistral

2007–2012

SKILLS & TOOLS

Product & UX: User Research, Discovery, Wireframing, Prototyping, Usability Testing, Design Systems, A/B Testing, UX Strategy.

Tools & Tech: Figma, Framer, HTML/CSS, AI-assisted design tools, Maze, Hotjar, Adobe Suite.

Leadership & Collaboration: Cross-functional Collaboration, Stakeholder Alignment, UX Leadership, Decision-Making, Problem Solving.

LANGUAGES

Spanish: Native

English: Professional working proficiency