

Ender Cepeda

Senior Product Designer

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SUMMARY

Senior Product Designer with 20+ years of experience creating digital products that balance user needs with business goals. Experienced designing across gaming, banking, travel, retail, and enterprise platforms serving millions of users worldwide. Specialized in UX strategy, user research, information architecture, design systems, accessibility, conversational experiences, and AI-enhanced design workflows.

EXPERIENCE

Senior Product Designer · Globant · June 2019 – June 2026

Designing digital products and experiences for global organizations across gaming, travel, banking, and AI-powered products.

Globant — Internal Ecosystem · Jan. 2025 – Jun. 2026

- Improved internal processes through Slack bots across recruiting, staffing, and people management platforms as the sole designer on the workstream, collaborating closely with multiple stakeholders across product and engineering.
- Led UX and visual design for an AI recruiting agent embedded in the career site — including component design, interaction logic, and conversational flow — and supported design across additional internal platform features.
- Among the first on the team to integrate AI into the design workflow — using Claude for research, insight synthesis, benchmarking, user flows, story mapping, and wireframing; Claude Design to adapt design systems and build complex prototypes; and Figma AI to accelerate ideation and component exploration.

Epic Games — Rocket Racing & Rocket League · Jun. 2023 – Jan. 2025

- Led mobile HUD UX for Rocket Racing inside the Fortnite ecosystem, one of gaming's largest live-service platforms — driving concept exploration, user testing cycles, iteration rounds, and final handoff within a 3-month timeline working across game designers, visual designers, and engineers.
- Contributed additional UX exploration for new Fortnite gameplay flows and supported Rocket League design maintenance across a 7-month engagement with a large multidisciplinary team.

Airmiles · Apr. 2022 – Jun. 2023

- Designed and maintained end-to-end experiences for a newly unified platform architecture, participating in product discovery phases with clients to surface user needs and validate new system functionalities.
- Directed the cross-functional experience framework across internal platform modules, ensuring WCAG AA accessibility compliance across all delivered surfaces.

LATAM Airlines · Jan. 2020 – Apr. 2022

- Contributed to product design for Latin America's largest airline by passengers and routes, serving 22 countries and 140+ destinations across 6 continents — working across homepage, navigation architecture, hero, deals, login with 2FA, registration, user profile, back office platform, and promotional landings, all shipped to production.
- Conducted multi-method UX research using Maze, Optimal Workshop, Google Analytics, Hotjar, and Medallia to inform data-driven design decisions across discovery, testing, and iteration cycles.

- Ensured full WCAG AA compliance across all delivered surfaces, including screen reader storytelling and keyboard navigation order as part of every design handoff.

Itaú · Jun. 2019 – Jan. 2020

- Optimized user experiences across the bank's private portal and app, improving key interaction flows for existing customers.
- Collaborated on cross-functional product tracks, driving high-impact, systemic changes.
- Spearheaded the adoption and implementation of the bank's new design system.

Santander · Neoris · April 2018 – June 2019

UX/UI Designer — Digital Banking Products

- Designed app experiences within agile product teams, including the investments section, with focus on acquisition and onboarding flows to improve conversion and reduce friction.
- Collaborated across product, engineering, and business stakeholders to ship data-informed improvements to core banking surfaces.

EDUCATION

Instituto de Diseño de Valencia · Graphic Design, 2005

CERTIFICATIONS

- UX Research — Multiplica (2018)
- Scrum — Talentis (2018)
- Digital Product Design — Multiplica (2017)
- Information Architecture — Universidad de Chile (2016)

TECHNICAL SKILLS

Design & Research Product Design · UX Strategy · User Research · Information Architecture · Interaction Design · Design Systems · Accessibility (WCAG AA) · Product Discovery · Usability Testing · Conversational Design · AI-Assisted Design

Tools Figma · FigJam · Figma Make · Miro · Maze · Optimal Workshop · Hotjar · Google Analytics · Medallia · Jira · Confluence · Claude · ChatGPT · Gemini · HTML · CSS · Tailwind CSS · Storybook

LANGUAGES

Spanish — Native **English** — C1 Professional Working Proficiency