

Ender Cepeda

Senior Product Designer

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SUMMARY

Senior Product Designer with 20+ years of experience building digital products that balance user needs with business goals. Experience designing for gaming, banking, travel, retail, and internal processes serving millions of users worldwide. Specialized in UX strategy, user research, information architecture, design systems, accessibility, conversational experiences, and AI-powered design workflows.

EXPERIENCE

Senior Product Designer · Globant · June 2019 – June 2026

Design of digital products and experiences for global companies across gaming, travel, banking, and AI-powered products.

Globant Recruiting · Jan. 2025 – Jun. 2026

- Improved internal processes to reduce hiring time, speed up the selection and interview process, supported by everyday tools like Slack.

Epic Games · Jun. 2023 – Jan. 2025

- Led the design and experience of the HUD and other mobile experiences for Rocket Racing, a game within the Fortnite ecosystem, driving concept exploration, iteration, and final handoff while working alongside game designers and engineers

Air Miles · Apr. 2022 – Jun. 2023

- Directed the experience, architecture, and WCAG 2.1 AA accessibility of a platform that unifies internal manual processes to improve response times.

LATAM Airlines · Jan. 2020 – Apr. 2022

- Owned the pre-purchase experience, designing products including the homepage, registration and user migration, user profile, and conversion-oriented promotional landing pages, with WCAG 2.1 AA as part of every design deliverable.

Itaú Bank · Jun. 2019 – Jan. 2020

- Optimized user experiences across the bank's private portal and app, improving key interaction flows for existing customers, and led to the adoption and implementation of a design system.

UX/UI Designer · Neoris · April 2018 – June 2019

Santander Bank

- Designed investment experiences within the app, working in agile product teams, focused on acquisition and onboarding flows to improve conversion and reduce friction.

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)

SKILLS

Design & Research Product Design · UX Strategy · User Research · Information Architecture · Interaction Design · Design Systems · Accessibility (WCAG 2.1 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 Code · AI

LANGUAGES

Spanish — Native **English** — C1 Professional