

Ender Cepeda

Senior Product Designer

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SUMMARY

Product Designer with 8+ years designing end-to-end digital products, within a 20+ year career in design. I have led discovery, user research, information architecture, and prototyping through to production across B2B platforms, banking, fintech, and travel. I form hypotheses from research findings, validate them through usability testing, and contribute to the evolution of Design Systems built on WCAG 2.1 AA standards. I collaborate in agile squads with Product, Engineering, and business stakeholders.

EXPERIENCE

Senior Product Designer · Globant Jun 2019 – Jun 2026

Designed digital products for clients in gaming, travel, banking, and AI products, as well as internal Globant projects.

Internal Project · AI Recruiting Agent Jan 2025 – Jun 2026

- Led the visual design and experience of an AI recruiting agent integrated into the careers site, defining conversational flows and key design decisions alongside Product and Engineering, and documenting hypotheses to ensure traceability.
- Contributed to the product's design system and applied AI to research, synthesis, and prototyping to improve recruiting and people-management processes in internal tools.

Epic Games · Rocket Racing Jun 2023 – Jan 2025

- Led the Mobile HUD experience for Rocket Racing, from concepts and user testing to post-release visual QA, alongside designers and engineers; contributed to new experiences in Fortnite and Rocket League.

Air Miles Apr 2022 – Jun 2023

- Designed the experience of a unified B2B platform where multiple companies self-manage, from discovery and validation with users and stakeholders to design standards and WCAG 2.1 AA accessibility.

LATAM Airlines Jan 2020 – Apr 2022

- Designed customer-facing product (homepage, user registration and authentication, profile, and promotional sites) aimed at increasing engagement and driving traffic toward purchase.
- Grounded design decisions in benchmarking, card sorting, tree testing, and analytics (Hotjar, Medallia), ensuring accessibility across all delivered experiences.

Banco Itaú Jun 2019 – Jan 2020

- Optimized the bank's customer portal experience across web and app, supporting design system adoption within cross-functional agile squads.

UX/UI Designer · Neoris (Banco Santander) Apr 2018 – Jun 2019

- Designed in-app investment product experiences in agile teams, collaborating with Product, Engineering, and business to improve conversion and reduce friction.

PERSONAL PROJECT

Product Designer & Builder · Balance Jun 2026 – Present

- Personal fintech product in beta featuring an AI agent for automatic transaction classification; end-to-end owner of product, UX/UI, design system, and front-end implementation (Next.js, Supabase, Tailwind CSS).

EDUCATION & CERTIFICATIONS

Instituto de Diseño de Valencia · Graphic Design, 2005

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

SKILLS

Design & Research: End-to-end Product Design · Product Discovery · User Research (interviews, usability testing) · Benchmarking · Card Sorting · Tree Testing · Information Architecture · Interaction Design · Design Systems · Accessibility (WCAG 2.1 AA) · Visual QA

Tools: Figma (components, auto-layout, variables, interactive prototyping) · FigJam · Claude · Figma Make · Miro · Maze · Optimal Workshop · Hotjar · Google Analytics · Medallia · Jira · Confluence · Storybook

Languages: Spanish (native) · English (C1, professional)