Ender Cepeda

Senior Product Designer

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SUMMARY

Senior Product Designer with 8+ years in UX/UI and product design. I define and evolve digital experiences, aligning user needs with business goals and product strategy. I connect Design, Product, and Technology to drive decisions, set priorities, and build scalable solutions that create value. I've worked in banking, travel, gaming, and AI products, bringing in design systems and WCAG 2.1 AA accessibility. I also design and build my own products with AI.

EXPERIENCE

Senior Product Designer · Globant Jun 2019 – Jun 2026

Designed digital products for global clients in gaming, travel, banking, and AI, as well as Globant's internal enterprise platforms.

Internal Platforms · AI Recruiting Agent Jan 2025 – Jun 2026

- Design owner for the recruiting area. Defined the experience vision for the AI agent on the career site: mapped the candidate journey to find friction, and designed the conversational flow and components with Product and Engineering.
- Designed the experience of a Slack recruiting bot that supports the entire hiring process, and contributed to the product's design system.

Epic Games · Rocket Racing Jun 2023 – Jan 2025

- Led the design of the Rocket Racing mobile HUD inside Fortnite. Mapped and classified player actions, tested two proposals, and the selected one shipped as the definitive HUD.

Air Miles Apr 2022 – Jun 2023

- Defined experience standards, interaction patterns, and WCAG AA accessibility across the modules of a B2B self-service platform, from client discovery to user validation, and supported the evolution of the design system.

LATAM Airlines Jan 2020 – Apr 2022

- On the Engagement product team, I was responsible for the homepage, navigation, offers, registration, login with 2FA, and user profile of a multi-country platform with high booking traffic.
- Structured the sitemap and navigation menu architecture, validated with card sorting, tree testing, and KPI analysis, and facilitated workshops with Product, Engineering, and business to prioritize with MoSCoW. The framework was adopted by other teams and increased traffic to flight search and booking.

Itaú Jun 2019 – Jan 2020

- Drove adoption of the bank's new design system across several agile squads and improved key flows in the client portal and app.

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

- Designed acquisition and onboarding flows for the investments product in the mobile app to reduce friction and improve conversion.

Earlier Experience 2008 – 2018

Worked freelance and at agencies designing e-commerce sites, and as a consultant evaluating the experience of online stores. Digital production supervisor at DDB Chile, handling campaign landing pages for banking and automotive clients.

PERSONAL PROJECTS

Balance & Ria · Own Products Jul 2026 – Present

- Balance is a personal finance app in beta with an AI agent that categorizes transactions; Ria is a news reader I use every day. For both, I defined the product, researched alternatives and JTBD, prioritized the MVP, and designed the UX/UI and design system.

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

UX Strategy: Experience Vision · Benchmarking & Competitive Analysis · Scope Definition (User Story Mapping, MoSCoW) · KPI Analysis · Workshop Facilitation · Trade-offs with Product, Technology & Data

Design & Standards: Design Systems · Heuristic Principles & Consistency · Wireframes & Prototyping · Interface Design · Conversational Design · Usability Testing · Accessibility (WCAG 2.1 AA)

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

Languages: Spanish (native) · English (B2+, professional)