

# Santiago Peña Prieto

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## Professional Summary

Head of Product Design with over 10 years of experience leading design teams in technology, retail, banking, and HR tech companies. Proven expertise in building user-centered experiences, scaling design systems, and aligning product design vision with business goals. Demonstrated track record of driving digital transformation and delivering measurable business impact across diverse industries.

## Work Experience

### Head of Product Design - OCC

Jul 2022 – Present | Mexico City

- Lead the design team for the largest job search platform in Mexico, managing a multidisciplinary team focused on delivering high-impact experiences.
- Defined and executed the strategic product design vision aligned with business goals, collaborating closely with C-level and key stakeholders.
- Redesigned the end-to-end experience for job seekers and recruiters, increasing conversion, engagement, and user activation metrics.
- Scaled and consolidated the institutional Design System in collaboration with Frontend and Product teams, improving operational efficiency and reducing design debt.
- Implemented a design culture focused on continuous user research, including discovery phases, co-creation workshops, and usability testing.
- Fostered team growth through mentoring, career development paths, onboarding, and performance evaluation processes.

### Head of UX - Zebrands

Sep 2021 – Jun 2022 | Mexico City

- Built the UX team from scratch for multiple e-commerce brands (Luuna, Nooz, and Mappa), establishing UX as a strategic pillar in the organization.
- Designed a scalable multi-brand design system based on design tokens, enabling consistent cross-brand component reuse.
- Led checkout and purchase flow optimization, reducing cart abandonment and increasing conversion through user-centered insights.

- Implemented A/B testing, interviews, and user validation processes to inform product decisions.
- Collaborated with stakeholders from Product, Tech, and Marketing to align priorities, roadmap, and experience vision.
- Successfully launched the ERP system and a scalable multi-brand frontend platform, streamlining operations and improving brand experience consistency.

### **UX Design Manager – Citibanamex Móvil**

Apr 2019 – Sep 2021 | Mexico City

- Led product design strategy for key mobile banking services including transfers, payments, Apple Pay, insurance, investments, and payroll portability.
- Collaborated with cross-functional teams to deliver secure, compliant, and user-centered solutions in a highly regulated environment.
- Drove improvements across onboarding, registration, login, and the payments ecosystem (transfers and bill payments), optimizing key user journeys to boost mobile adoption, reduce friction, and support acquisition and retention goals.
- Defined design KPIs aligned with business objectives and user engagement goals, driving continuous iteration and measurable improvements.
- Participated in strategic planning and product roadmap discussions to ensure UX priorities supported corporate goals.
- Managed and mentored a high-performing design team, fostering a culture of experimentation, continuous learning, and accountability.

### **UI/UX Lead – Citibanamex Móvil**

Oct 2018 – Apr 2019 | Mexico City

- Coordinated visual and interaction design for new app releases.
- Ensured visual consistency across digital products and brand guidelines.

### **UI/UX Designer - Citibanamex**

Jul 2017 – Oct 2018 | Mexico City

- Designed interfaces for financial products (onboarding, international transfers, cardless withdrawals, help center, among others), focusing on usability and accessibility.

## **Education**

### **MIB | Master Internet Business - ISDI**

2016 - 2017

## **Marketing - Corporación Colegiatura Colombiana**

2007 - 2011

## **Grado - Colegio Gimnasio los Alcázares**

1992 - 2003

## Skills & Tools

**Soft Skills:** Team Leadership, Strategic Vision, Cross-functional Collaboration, Stakeholder Management, Mentoring.

**Design:** Figma, Design Systems, Wireframing, Prototyping, Design tokens.

**Front-end Basics:** HTML, CSS, JavaScript.

**UX Research:** Interviews, Usability Testing, Heuristic Evaluation, Benchmarking.

**Additional Tools:** Notion, Jira, Confluence, Hotjar, Google Analytics, UXCam, Clevertap.

## Languages

**Español:** Nativo.

**Inglés:** Intermediate professional proficiency.

## Certifications

UX-PM – UXalliance.