

# Rodrigo Zamorano Contreras

Lead Product Designer · Design Systems & Multibrand UI

Bochum, Germany · Open to remote (EU) and hybrid roles in NRW

Chancenkarte holder · Available immediately · Convertible to work permit

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## PROFILE

### Solving complex problems through design

Lead Product Designer with 9+ years designing B2C, B2B, enterprise and multi-product platforms for energy, health, financial services, tourism and FMCG companies. I specialise in token-based, multibrand design systems and lead a team of 5 designers with a DesignOps approach — cutting implementation time by 25%. I work end to end, from expert reviews and discovery to developer handoff, and build AI-assisted design workflows (Figma, MCP, Claude Code, Lovable) to make systems and products faster to scale.

## CORE SKILLS

|                    |                                                                                                                                   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Design systems     | Multibrand token architecture, Atomic Design, component audits, governance, documentation, icon systems                           |
| Product design     | End-to-end UX/UI, interaction design, prototyping, B2C, B2B and enterprise flows, mobile-first, WCAG accessibility                |
| Product & research | Expert reviews and heuristic evaluation, desk research, journey maps, A/B testing, benchmarking, User test.                       |
| Leadership         | DesignOps, team lead (5 designers), design critiques, co-creation workshops, staffing, stakeholder alignment, project estimation. |
| AI & tooling       | AI-assisted design workflows (Figma + MCP), Figma plugin development, Claude Code, Lovable.                                       |

## EXPERIENCE

### MATCH

Digital product & services consultancy · Santiago, Chile · Remote · 2018 – Present

- Coca-Cola Andina
- SKY Airline
- Copec
- Mynu
- Arcoprime
- Colmena

#### Lead Product Designer

Sep 2023 – Present

- Lead a team of 5 UI/product designers with a DesignOps model: rituals, critiques, quality standards and staffing across concurrent client projects.
- Built Match's token-based multibrand design system, reducing implementation time by 25% and aligning visual consistency across products.
- Coca-Cola Andina:** led UI for the new corporate website across Chile, Argentina, Brazil and Paraguay — regional stakeholder workshops, card sorting and tree testing, and a UI kit of 17+ master templates and 38 variants that lets local teams self-manage content. Also designed the "Somos Andina" HR intranet.
- SKY Airline:** participate in the creation of an AI-powered Brand OS that applies design-system logic — tokens, components, governance — to systematise how the airline uses its brand across digital touchpoints. Own its information architecture and documentation as the single source of truth, to be hosted in a DAM.
- Mynu:** turned research findings into an AI-generated functional prototype, adapting Board of Innovation's Stingray model — an agent trained on the research context and Lovable selected after benchmarking it against Figma Make and Uizard. Tested with 10 users (100% task completion) and used to define the MVP.
- Copec HR platform:** led UI for a benefits and requests platform serving ~13,000 employees — 30+ flows optimised, ~80% fewer manual HR processes, 300+ reusable components and a 4.4/5 CSAT.
- Shape pre-sales: design-system and UX-cell proposals, scope and hour estimation for competitive bids.

#### Senior Product Designer

Jun 2022 – Aug 2023

- Designed scalable, accessible products from UX research and metrics for Copec (consumer app, public web), Arcoprime and Chiletur.
- Created project UI kits that sped up design execution and kept multi-team delivery consistent.
- Owned handoff documentation and QA follow-up for accessibility and visual quality.

EXPERIENCE · CONTINUED

MATCH

Client engagements · embedded with Copec

UI Designer, embedded at Copec

Mar 2021 – Jun 2022

- Founding member of Copec's internal digital transformation team, shaping today's App Copec super app (+1.4M users).
- Designed key flows for three strategic initiatives — in-store purchase at Pronto, Scan & Go and Full Copec — now core to Copec's digital value proposition.
- Worked in a cross-functional agile squad with engineering, product and business across multiple super-app pillars.

UX/UI Designer, Copec account

Mar 2018 – Mar 2021

- Designed Nuevo Copec (now App Copec) and Nuevo Empresas (now Copec Empresas), aligning business goals with user needs.
- Co-created Copec's first design system to keep the experience consistent across its digital ecosystem.

GoodLife Store

E-commerce · Santiago, Chile

UX/UI Designer

Jan 2016 – Jan 2017

- Improved usability and conversion of the online store based on quantitative behaviour data, prioritising work by real consumption patterns.

EDUCATION & TRAINING

Professional Degree in Graphic Design (4-year programme) · Duoc UC, Santiago, Chile

2010 – 2014

DesignOps Fundamentals · Crehana

2024

Agile Kick Off · PMI

2024

UX Research · AyerViernes

2018

LANGUAGES

Spanish · Native

English · C1

Portuguese · C1

German · A1 (course in progress)

TOOLS

Figma

Claude

Lovable

Ulzard

Tokens Studio

Zeroheight

Framer

Rive

Jitter

LottieFiles

Maze

Microsoft Clarity

Miro

Jira

Slack

References available on request.