

# Sebastián Vergara

## UX/UI Designer SR

[fresh.cl](#)  
seba@fresh.cl  
+351933231709  
Based in Porto  
[Linkedin profile](#)

## Recent Relevant Experience

### Raven / UX/UI Designer

PRESENT

Over the past year, I have been actively involved in a major shopping mall project in Latin America called Parque Arauco. We have worked on improving the tenant experience by streamlining processes and implementing a new platform.

### Xepelin / Product Designer

MAY 2022 – DIC 2022

I've worked on the Payments product (Payment to suppliers). I participated in user testing processes to validate user interfaces and user experiences. I also carried out Discovery activities to detect pains and opportunities for improvement or new product initiatives.

I was part of the complete product design process of Payments International. From research, ideation, validation with users and implementation.

### Justo / Product Designer

APR 2021 – MAR 2022

I was in charge of Justo's Web Experience. I pushed the development of the Design System in the company.

I've worked on remote research projects for Chile and Mexico including user testing, Benchmark and surveys to better understand our users. At the same time I've worked in the development of new products and the continuous improvement of the experience.

### Reign / UX/UI Designer

JUN 2020 – JUL 2021

Designed comprehensive design systems for Fybeca's native IOS and Android applications, taking ownership of all App Screens.

Simultaneously, led the design of Landing pages and main site banners for Embonor Coca Cola's B2C E-commerce, establishing visual guidelines for design components. In addition, I contributed to the design of the e-commerce backoffice interface.

[You can view the rest of my professional experience on my LinkedIn profile](#) 📄

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## Education

### PUC / Chile

2019 – 2020

Design and Measurement of User Experience in Digital Environments.

### U. Mayor / Chile

2015 – 2016

Master's in Strategic Communication and Branding

### UGM / Chile

2007 – 2012

Crossmedia Design

## Skills & Languages

### Hard Skills:

User flows · Wireframes · Mock ups · User testing · Data analysis · A/B Testing · Figma · Adobe Illustrator · Adobe Photoshop · Strategic thinking · Motion Design · Design Systems · Style Guides · Figma · HTML/CSS · Framer · ChatGPPT

### Soft Skills:

Effective Communication · Collaboration · Creativity · Adaptability · Empathy · Interpersonal Skills

### Languages:

Spanish (Native)  
English (Upper Intermediate), currently  
studyng Advanced.

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