

Product Designer and Design Engineer with 15+ years taking products from research to production. I build them end to end. AI can be part of the product experience, the development and delivery process or both. At Falabella I created shared systems for people and coding agents; at Samsung, an AI assistant for retail sellers; as ComediaPlay's founder, a platform that reached ~240K users and ~US\$3.5M in transaction volume.

SELECTED EXPERIENCE

MAR 2026 - PRESENT

Grupo Falabella

AI Product Designer

Designing products and the shared systems behind them, inside Falabella's Artificial Intelligence area and with multidisciplinary teams in Chile and India.

- Created the Design System from zero: three-tier tokens, a production component library adapted from Radix and shadcn/ui, and a CLI that installs component source into each project. Adopted across multiple internal products in the GenAI and Data area.
- Turned its documentation into an agent-readable layer, so coding agents (Claude Code, OpenAI Codex, GitHub Copilot, OpenCode) reuse existing components, tokens and patterns instead of inventing new ones.
- Created a model-agnostic product-development framework: structured specs, role-based agents, a design brief before implementation and a Definition of Done checked automatically at completion. Used across several internal projects.
- Drove adoption with a one-command setup, a short quickstart and practical mentoring for designers and developers across Chile and India.

Product direction · Design Systems · Agentic workflows · Structured specs · Coded implementation

SEP 2024 - SEP 2025

Kibernum · Samsung

AI Product Engineer

Designed and helped build Teiky, a sales knowledge assistant used by Samsung's sales team and by external sellers of Samsung products across Chile.

- Ran interviews, usability tests and competitive benchmarking with sellers who needed product information while talking to customers.
- Designed the conversational and voice experience, with a browsable local content library as a second path that remained available without a connection.
- Developed the React Native app, including voice chat and the local content library.
- Configured backend services on Microsoft Azure with Docker, Unicorn and Nginx, and implemented OTA updates.

Conversational & Voice UX · React Native · LLM API · Azure · OTA

APR 2020 - AUG 2026

ComediaPlay

Founder · Product Designer & Engineer

Founded and ran almost the entire product, taking it from 0 → 1 to ~240K users, ~400K paid digital accesses, ~US\$3.5M in transaction volume and ~10K concurrent users at peak. Most activity was through 2024, with smaller sales through the end of 2025; I closed the platform in August 2026.

- Owned product vision, roadmap, customer experience, design, development, cloud infrastructure and daily operations.
- Kept WordPress/WooCommerce for commerce and, as premieres grew, separated database, application and realtime workloads: load balancer, isolated database, shared Redis and Rust WebSocket services for chat, session sync and one device per account.
- In 2023–2024, introduced GenAI where it added value: Creator Insights, where the application computed the metrics and an LLM turned them into recommendations, and AI-assisted SEO event descriptions.

EARLIER EXPERIENCE

2024 - 2025	Kibernum · DHL · UX Specialist, in parallel with Samsung — enterprise workflows for DHL Chile and DHL Global: research, prototypes, requirements and AI-assisted documentation.
2021	Kibernum · Product Designer / UX Specialist — onboarding and core experience of an enterprise platform; Atomic Design components.
2019	U-Payments · Product Designer — TAPP prepaid card: research, journeys, UI kit for Angular and Ionic.
2018 - 2019	Kibernum · Product Designer — BancoEstado Empresas mobile app; Coordinador Eléctrico Nacional operational workflows.
2017 - 2018	Informat · Product Designer / UX — Uwigo digital accounting platform: information architecture, interaction, validation, frontend.
2016 - 2017	Ingesmart · Product Designer / UI Developer — BancoEstado Benefits app and Insurance minisite, the bank's first agile squads.
2015 - 2016	Ki Teknology · Product Designer / UI Developer · Interim UX Lead — Turbus, LATAM, AIEP, CAPREDENA, INDAP.
2014 - 2015	DIME Digital Media · Product Designer / UI Developer — commerce experiences for Celio, Perry Ellis, Florsheim, Canadienne.
2012 - 2014	Minga Creativa · Vouch · Creative Director, Digital Products · Digital Product Designer — regional government, small business and brand platforms.
2009 - 2012	INACAP · Universidad del Bío-Bío · Universidad de Concepción · Graphic / Product Designer, UI Developer.

CAPABILITIES

PRODUCT	EXPERIENCE	AI & DELIVERY	ENGINEERING
Product strategy	Interaction design	AI product design	Coded prototyping
Discovery & research	Human-AI interaction	Agentic workflows	React & React Native
Product definition	Conversational & voice UX	Context engineering	Backend / APIs
Systems thinking	Design Systems	Structured specifications	Cloud infrastructure

Tools: React, React Native, TypeScript, Astro, Tailwind, Radix · Node, PHP, Rust WebSocket services · Docker, Nginx, Azure, Cloudflare Workers · Claude Code, OpenAI Codex, GitHub Copilot, OpenCode

EDUCATION

2016 - 2018	Master's studies in Technological Innovation and Entrepreneurship Universidad Técnica Federico Santa María
2015	Bachelor's Degree in Design Universidad Mayor
2015 - 2016	Interaction Design The Interaction Design Foundation
2007 - 2011	Professional Degree in Graphic Design INACAP

SELECTED CERTIFICATIONS

ANTHROPIC	Building with the Claude API
ANTHROPIC	Claude Code in Action
ANTHROPIC	Introduction to Model Context Protocol
SCRUM ALLIANCE	Certified ScrumMaster®