

Andrés Canales

www.acanales.cl

Graphic Designer, Diploma in Information Architecture and User Experience from PUC and Diploma in Information Project Management PUCV, handling Jira, Figma, Google Analytics, Design Thinking, with extensive experience designing digital products for the banking industry, HR, IT Solutions, for companies such as Banco Santander, Banco Estado and Rex+. He stands out for his orientation to process optimization with a focus on innovation and continuous improvement, responding to complex problems in the various projects that are presented, as well as his capacity for practical analysis to provide high-value solutions for the management of developments that respond to the needs of the client and/or interested parties.

Work experience

Product Designer - Business Solution 2 to Parque del Recuerdo.

Mayo 2025 - June 2025
Digital Sub-Management

Product Designer for Parque del Recuerdo Cemetery.

Lead the design of Parque del Recuerdo's comprehensive digital platform for quoting, financing, and selling burial plots and funeral products. This platform is used by sales executives and clients throughout the entire sales process.

Collaborate with product owners, stakeholders, and multidisciplinary teams to identify opportunities, define strategies, and transform complex business processes into efficient, user-centric digital experiences. Conduct interviews and discovery sessions with sales executives and other key stakeholders to understand operational needs, validate requirements, and define solutions aligned with business objectives. Design end-to-end workflows, information architecture, wireframes, and prototypes, integrating technology providers such as TicNow for identity validation, biometric authentication, and electronic signatures, and Toku for payment management and automated mandates. It defines a collaborative, two-way experience between sales executives and clients, enabling continuity in the sales process through the digital management of documentation, validations, contracts, and payments.

Achievements:

Reduction of the sales management process for over 30 sales executives.

Digitization of contracting processes that previously required in-person validations and manual documentation.

Main technologies used: Figma, Fig Jam, Figma Make, Angular, Jira, Teams.

UX UI Consultant (Freelance project)

Feb 2024 – Dic 2024

- Leads UX project to improve the new automotive portal for automotive sales of the AGP company for Chile and Peru, through usability analysis, heuristic analysis, competition research, defining architecture, UI design kit components, User Flows, streamlining the sales operation by 80%.

Main technologies used: Figma, Miro, Mui React, Clickup.

UX UI Designer - REX+

Dic 2020 – Sep 2023

Development Management, Product Area

- Leads the design, architecture and implementation of the new Rex+ Selección Software to expand the HR solutions of the Rex+ digital ecosystem, generating user excellence that builds loyalty and expands its client portfolio.

- In charge of the design from scratch of the Rex+ Selección SW, ATS platform for personnel selection processes, HR. Research, create, define and design all the functionalities of the platform.

- Redefines the user experience strategy through a new look & feel, Layout, generating a new design process under Scrum and Design Thinking methodology, which allowed improving design times (Sprint) by 50%, methodology used afterwards for all new developments.

- Creates and generates a new design documentation process and new functionality, generating a culture of registering new functionalities and benchmarks, reducing development errors by approximately.

- Creates new usability guidelines (SUS, NPS) for the product, measuring its efficiency, effectiveness and satisfaction for the end customer for its development, reducing development modifications around what was requested by the client by 40%, replicating it as a new design process for the pool of designers.

- In charge of researching new functionalities, national and international benchmark studies, improving interfaces through innovative solutions.

- Co-leads the migration process of the design library and developments from Sketch to Figma, improving the review flow of Product Owners, clients and development team, optimizing times by 50%.

Main technologies used: Figma, Sketch, Invision, Zeplin, Miro, Jira, Confluence, Slack, Teams.

UX UI Designer - Sii Group to Banco Santander

Oct 2019 - Sep 2020

IT Projects and Delivery Management

- In charge of the design from scratch of the first Biometric authentication process of Banco Santander for its Life checking account for its clients nationwide, being the basis for the current redesign of the products and processes of Santander's digital banking services.

- Creates and generates a new biometric identity process for TOC biometrics in the digital onboarding of the Life checking account opening.

- Creates usability guidelines (SUS, NPS) for the product by measuring its efficiency, effectiveness and satisfaction. Guide and moderate interviews with Remote and Laboratory users / University and Life segments.

- Banco Santander Chile has consolidated itself not only as the leading institution in the system in terms of checking accounts, with 1,141,000, but also as the entity with the highest growth rate in this product, with 75% of the total openings during this period. The exponential increase in the number of Life current accounts is largely explained by the fact that 75% of the contracts were made via smartphones, which is possible thanks to the technological disruption of the new full digital onboarding designed especially for this product.

Main technologies used: Sketch, Zeplin, Jira, Teams.

Web designer, digital content management - Banco Estado

Sept 2017 - May 2019

New Business Development Management

- Front-End Design and Development: Creation of digital look&feel solutions for Home Personas and mobile, landing pages, micro-enterprises and small businesses.- Featured Products: Successful implementation of the new Cuenta Rut landing page, Listoco, Todo Suma, among others.

- Communication Coordination and Deployment: Management and execution of all Banco Estado communication on the public and private site, aimed at segments of individuals, micro-enterprises and small businesses through digital marketing campaigns.

Quantitative Impact: I led the deployment of more than 50 annual digital campaigns, achieving a 25% increase in user interaction.

- Digital Campaign Development: Front-end development of digital pieces for the deployment of campaigns.

Notable Results: I increased the conversion rate by 30% thanks to the optimization and customization of digital pieces.

- Analytics Tag Coordination: Overseeing the tagging process to ensure effective tracking of campaigns and user behavior.

- External Supplier Management: Coordinating and deploying digital services with external suppliers to ensure delivery of high-quality solutions.

Managed relationships with over 5 suppliers, improving delivery times. (Taisa, Realtime, etc.)

Education

- Professional Graphic Design (Graduated 2015) INACAP
- Diploma in Information Technology Project Management (2022) PUC
- Diploma in Information Architecture and User Experience (2019) PUCV

Courses

- UMCE ELF (English lessons for free) 2024 | English Department | 1st year
- English for Developers & IT Professionals | Digispeak
- Figma Course | Desafío Latam
- Unity 2D/3D Course | Desafío Latam
- How to Prototype for Game UX | IxD Certificate
- English Courses | North American 2018
- Certificate - User Experience Customer Journey (2017) PUC

Technological Tools

- Project Management: JIRA, Confluence, Trello, Clickup.
- Communication: Teams, Slack, Hangouts. Design and UX: Figma, FigJam, Figma Make, Maze, InVision, Marvel, Optimal Workshop.
- Data Analysis: Google Analytics.
- Advanced Skills: HTML, CSS, JavaScript, WordPress, VS Code.
- AI: Figma Make, ChatGPT, Claude.

Languages

- English: Intermediate B1

Contact

- andcanales88@gmail.com
- <https://www.linkedin.com/in/andres-canales/>
- +56 9 630 15 441
- Santiago, Metropolitan Region, Chile.