



## SENIOR PRODUCT DESIGNER

# SEBASTIÁN GÓMEZ


Product Designer with 8+ years of experience designing user-centered solutions for complex, high-scale digital platforms. Specialized in service design and systems thinking, with proven expertise translating regulatory requirements and intricate business rules into intuitive, accessible user experiences. Skilled at leading research with diverse stakeholder groups and facilitating data-driven design decisions in agile, cross-functional environments.

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 Santiago, Chile

### CORE COMPETENCIES

- UX Research (qualitative & quantitative)
- Service Design (blueprints, customer journeys, co-creation)
- High & low-fidelity prototyping (Figma)
- Accessible interaction design (WCAG)
- Data visualization
- Front-end development (HTML5, CSS3, JavaScript)
- Languages: Spanish (native) · English C2

### WORK EXPERIENCE

April 2021 – Present

#### **ChileCompra** | Senior Product Designer / Service Designer

Design and continuously improve the user experience of Mercado Público, Chile's national public procurement platform serving 100,000+ daily users and processing nearly \$20M USD in annual transactions.

**Strategic role:** Serve as the strategic intersection between legal requirements, user needs, and technical capabilities. Played a key role in the UX design for the implementation of Chile's new Public Procurement Law (2023), translating complex regulatory mandates into clear, usable flows for public buyers and government suppliers.

### Key responsibilities & deliverables:

- Stakeholder research: Planning and execution of user research with public institutions and government suppliers, using semi-structured interviews and usability testing to inform product decisions.
- Service blueprinting: End-to-end mapping of critical procurement processes to identify friction points and design opportunities.
- Strategic design proposals: Documentation and presentation of user-centered solutions aligned with regulatory requirements and business constraints.
- High-fidelity prototyping: Design of interactive interfaces in Figma with a focus on accessibility (WCAG) and usability.

**Acting Design Lead (2025):** Temporarily managed a team of 4 designers during a 6-month parental leave period, overseeing the implementation of regulatory changes from the new Public Procurement Law and advancing the consolidation of Mercado Público's experience measurement system.

January 2018 – March 2021

#### UX - UI / Front-end | [INACAP](#)

Designed and implemented the UI framework for INACAP's internal web applications, improving usability for institutional staff. Led digital innovation projects to enhance services for students, faculty, and administrative personnel. Responsible for the design, implementation, and maintenance of institutional portals and applications.

August 2016 – October 2017

#### UX - UI / Front-end | [Maker.do - Payform.me](#)

Led research, design, and web prototyping for a no-code platform enabling users to build complex systems without programming knowledge. Designed experiences for marketplace, e-commerce, and crowdfunding use cases.

**Achievement:** 2nd place at Start-Up Chile Generation 16.

### EDUCATION & PROFESSIONAL DEVELOPMENT

2025 · [Diploma in Governance & Public Innovation](#) - CAF - Universidad Central de Chile

2023 · [Metrics & Design](#) - Sol Mesz

2021 · [Diploma in Service Design](#) - Pontificia Universidad Católica de Chile

2020 · [JavaScript Master](#) - Academia Escalab

2020 · [Usability & User Experience](#) - Torresburriel Estudio

2020 · [Python & the Web](#) - Pontificia Universidad Católica de Chile

2019 · [Diploma in Data Visualization](#) - Pontificia Universidad Católica de Chile

2010-2014 · [B.A. in Digital Communication & Multimedia](#) - Universidad del Pacífico, Chile.