

NADIA VILLOTA

Senior Product Designer (UX/UI) | SaaS · IA Tools · Design Systems

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PROFESSIONAL PROFILE

Senior Product Designer with 10+ years of experience designing SaaS platforms, AI-driven tools, and data-intensive dashboards. Specialized in end-to-end UX/UI, scalable design systems, and onboarding optimization. I work on a project basis, integrating as a full member of the team at every stage: discovery, research, UX strategy, design systems, and handoff. Proven impact: 30% reduction in onboarding time, 40% increase in task completion, 3 design systems built and scaled. Strong experience collaborating remotely with cross-functional teams.

QUANTIFIABLE IMPACT

-30% onboarding time · +40% task completion · 8,000+ users · 3 design systems · +38 NPS · 100+ workshops · 50+ user tests · 100% WCAG 2.1 AA

PROFESSIONAL EXPERIENCE

Senior Product Designer (UX/UI) | SENTIO VR (SaaS B2B) | *Jan 2017 – Jul 2025 · Remote · Project-based*

- Onboarding redesign: 30% reduction in activation time and 40% increase in completion rate, impacting 8,000+ users across 15+ countries.
- Multi-product design system with 150+ reusable components, reducing design-to-development time by 35% across 3 products.
- NPS improvement of +38 points (3.2 → 4.5 rating) through iterative testing with 50+ users and heatmap analysis.
- WCAG 2.1 AA compliance: 15% user base expansion and compliance with international accessibility standards.
- Conducted 20+ remote and moderated usability testing sessions, iterating designs based on qualitative and quantitative insights.
- End-to-end ownership: research, IA, UX/UI design, design system, and engineering handoff for web, mobile, desktop, and VR.

Senior Product Designer (UX/UI | GRAIPH (AI Analytics)) | *Dec 2021 – Jan 2025 · Remote · Project-based*

- AI analytics dashboards: 40% reduction in task completion time (8 → 4.8 min) through IA restructuring, validated with users.
- AI transparency framework: 60% improvement in comprehension and confidence among enterprise clients and stakeholders.
- Component library with 80+ reusable elements, increasing implementation speed by 50% across 5 product modules.
- Branding design for Graiph, Tagger, and HyperAI products.

UX/UI Designer — VR & Immersive Experiences | **Solutionario SPA** | *Aug 2016 – Jul 2018 · Chile & India*
· Project-based

- Designed VR experiences, 360° web and apps for enterprise clients. Key projects: Casillero del Diablo (international launch, Asia), Falabella, Sodimac, AB InBev, ProChile, ASOEX.
- Coordinated with multidisciplinary international teams; designed user flows, interaction, and prototypes for immersive environments.
- 10+ web experiences and internal tools: +25% conversion, -18% abandonment for retail and public sector clients.

ACADEMIC & TEACHING EXPERIENCE

Design Thinking & Innovation Instructor | **Universidad Andrés Bello (UNAB)** | *Mar 2023 – Present · Remote*

- Facilitated 50+ workshops (Design Thinking, Lean Startup) for 500+ students, applying product and innovation frameworks.

Innovation & Entrepreneurship Instructor | **Duoc UC** | *Aug 2017 – Jul 2025 · Presential*

- Led 100+ workshops for 1,000+ students; led Metaverse education projects with institutional recognition.
- Recognized as Outstanding Innovation Instructor (2019, 2020, 2024) for excellence in innovation education.
- 50+ mentoring sessions on VR, digital products, and innovation projects.

CORE SKILLS

Product Design (UX/UI) · User Research · Usability Testing · Information Architecture · Design Systems · Wireframing · Prototyping · SaaS Platforms · B2B Products · Data Dashboards · AI-Driven Products · VR/AR · WCAG 2.1 AA · Agile/Scrum · Design Thinking · Stakeholder Management · Remote Collaboration

TOOLS & TECH STACK

Figma · FigJam · Figma Make · Adobe XD · Sketch · Miro · Maze · Lyssna · Hotjar · Confluence · HTML/CSS · Illustrator · Lovable · Claude AI

EDUCATION

MSc in Advanced Design | Pontificia Universidad Católica de Chile | 2014-2016

Bachelor in Product Design | Universidad del Azuay, Ecuador | 2008-2012

CERTIFICATIONS

IBM UX/UI Design (2025) · Impact Mentor (PUC, 2021) · AR/VR Design (IxDF, 2021) · Iterative Innovation (MIT, 2021) · Design Thinking (2023)

LANGUAGES

Spanish: Native | **English:** Professional Working Proficiency