NADIA VILLOTA

Senior Product Designer | UX/UI | SaaS, Dashboards & Design Systems
Remote LATAM | nadiavillota@gmail.com | LinkedIn | Portfolio

PROFESSIONAL PROFILE

Senior UX/UI Designer with 8+ years of experience designing complex, data-intensive digital products for web platforms, including SaaS, dashboards, and internal tools. Specialized in end-to-end UX/UI, from discovery and research to delivery and handoff. Strong focus on simplifying workflows, improving onboarding and adoption, accessibility (WCAG), and collaborating with distributed, remote teams.

CORE SKILLS

- Product Design (UX/UI) · UX Research & Usability Testing · Design Systems & Component Libraries
- SaaS Platforms & Internal Tools · Information Architecture & User Flows
- Wireframes & Interactive Prototypes · Accessibility (WCAG)
- Agile (Scrum / Kanban) · Journey Mapping & Service Blueprints
- Design Thinking & Discovery Workshops · Stakeholder Facilitation
- User Testing (remote & moderated)

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer – Contract

SENTIO · Remote | 2018 – 2025

Reduced onboarding time (~25–30%) by redesigning core user flows and simplifying complex immersive and web interactions. Supported global product adoption by designing intuitive interfaces used by clients across multiple countries. Improved perceived usability and intuitiveness through iterative redesigns of app and web experiences. Enabled scalability by creating reusable UI components and a shared design system adopted across products.

Senior UX/UI Designer – Contract

GRAIPH · Remote | 2021 – 2025

Reduced task completion time in data-intensive dashboards by simplifying information architecture and decision flows.Improved product clarity and usability, enabling clients and stakeholders to quickly understand complex AI-driven workflows. Supported investor readiness by aligning the product experience with business and technical narratives. Increased design-to-development efficiency through scalable UI patterns and developer-ready components.

UX/UI Designer – Contract (Selected Clients)

Clients: Casillero del Diablo, **Falabella**, **AB InBev**, **Sodimac**, **ProChile**

Remote | 2017 – 2019

Delivered user-centered web and internal tools aligned with business and brand goals.
Improved usability and accessibility through heuristic evaluations, user testing, and focused UX refinements.

TOOLS

Figma · FigJam · Adobe Creative Suite · Maze / Lyssna · Miro · Notion · Confluence · Slack · Google Analytics · Basic HTML/CSS · AI tools

EDUCATION

Master's Degree in Advanced Design – Pontificia Universidad Católica de Chile
Product Designer – Universidad del Azuay, Ecuador
Impact Mentor – Pontificia Universidad Católica de Chile

LANGUAGES

Spanish: Native

English: English: Advanced (documentation and collaboration with global teams)