

Francisco Opazo M.

UX & Product Designer



CONTACT

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EDUCATION

UX / UI / AGILE Diploma

Universidad de Santiago de Chile
(USACH)

2021

Advertising Graphic Design

Los Leones Professional Institute

2010 - 2014

COURSES

Accessibility, how to design for all

Interaction Design Foundation (IxDF)

2023

Design Thinking: Absolute Guide (certificación)

Interaction Design Foundation (IxDF)

2020

UX/UI Design

NEXT University (Online)

2018 - 2019

Web developer

NEXT University (Online)

2018 - 2019

Resumen

I have experience in implementing user experience design processes, planning and executing research processes, interface design and prototyping for the creation of digital products and services.

I have experience in product design in areas such as Banking, Retail and eCommerce platforms, both for end clients/consumers and internal clients, working in teams and development cells using agile methodologies. I also have experience in teaching and training work teams.

EXPERIENCE

SENIOR UX DESIGNER

Banco Bci

Mar 2022 - Present

UX Designer for the SME segment of Bci bank, I work as a designer in a development cell focused on new banking products and the integration of different tools to the Bci Pyme private site as well as its continuous improvement. My work also includes monitoring and improvement proposals based on measurements of customer satisfaction results and coordinated work with UI, UXC, CK, and external suppliers.

UX DESIGNER

Cencosud S.A.

Oct 2021 - Mar 2022

Semi-senior UX Designer in the Advanced Analytics area in charge of the Experience Design of a Pricing project for supermarkets in Peru. Implementation of discovery and research processes, continuous iterations with analytical and commercial teams from Chile and Peru.

UX / UI DESIGNER

Klap S.A. (ex Multicaja)

May 2021 - Oct 2021

UX profile focused on Design of transactional products (prepaid recharges, bill payments, payment gateway) aimed at end customers. Design of interfaces aligned to the brand's UI Kit and development of components for the developed interfaces.

GRADUATE TEACHER ELECTRONIC COMMERCE

ECLASS S.A.

Mar 2021 - Dec 2023

Creation of study program and content for one of the electronic commerce diploma modules and teaching of the same module in online mode.

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EXPERIENCE

UX / UI TEACHER

Desafío Latam

2020 - 2021

Teacher for "Desafío Latam" Bootcamp in his career as a UX/UI Designer in a training program for young professionals and entrepreneurs.

UX / UI DESIGNER - FREELANCE

Integral Radiología SPA

2020 - 2021

UX Designer focused on creating digital products related to the health area. This work is carried out freelance by project as well as external.

UX / UI DESIGNER

Agencia RAM Ltda.

Mar 2016 - May 2021

In charge of web design projects focused on user experience, interface design and web prototyping. Support in the development of Wordpress as well as the implementation of Digital Marketing strategies.

WEB DESIGN AND DIGITAL MARKETING TEACHER (USABILITY AND UX)

AIEP S.A.

Mar 2019 - Dec 2021

Teacher in Graphic Design and Digital Marketing careers, teaching usability and User Experience, eCommerce and Web Design courses.

GRAPHIC DESIGN / WEB DESIGN TEACHER

"Los Leones" Institute

Mar 2018 - Dec 2020

Teacher in the Graphic Design career teaching branches of Web design, Intro to programming and eCommerce Design.

CREATION OF STUDY PROGRAMS DESIGN AND MARKETING

AIEP S.A. & "Los Leones"

2018 - 2020

Development of a study program for courses such as eCommerce and Web Design in the Graphic Design courses at "Los Leones" and the courses of Usability and User Experience and Web Tools Workshop in the Digital Marketing course at AIEP.

GRAPHIC DESIGNER / WEB DESIGNER

Parksolar S.A.

2017 - 2019

Design and development of web platform and user experience, development of eCommerce implementation and management strategies, support for the design of the brand's corporate identity.

ART DIRECTOR

Sofá producciones

2015 - 2016

In charge of graphic projects and proposals for clients such as Coca-Cola, Codelco, 3M and Consalud. Creative concepts for BTL and traditional channel campaigns.

GRAPHIC DESIGNER

Sofá producciones

2014 - 2015

Development of graphic pieces for BTL campaigns and activations, 3D modeling, photomontage, editing and post-production, support in the creative area.