

LUIS CARLOS AVILA BECERRA

Senior Product Designer

- **CABA, Argentina**
- **Cel** +54 9 11 3387 9178
- **Mail:** carlosaviladesign@gmail.com
- **LinkedIn:** www.linkedin.com/in/carlosavilabecerra
- **Portfolio:** www.charlyux.lat

Professional Profile

- UX/UI Designer with more than 17 years of experience and 8 years specializing in UX/UI. Expert in creating and scaling digital products across banking, fintech, and agroindustry sectors. Focused on connecting strategy, user experience, and technology to build intuitive, scalable, and human-centered products. Currently exploring automation and artificial intelligence applied to more efficient and human digital experiences.

Professional Experience

ICBC – Argentina | Design Ops People | Nov 2024 – Present

- End-to-end management of Design team resources (capacity planning, assignments, and operational support).
- Optimization of onboarding and offboarding processes to improve efficiency and consistency.
- Implementation of performance metrics to support strategic decision-making.
- Facilitation of internal processes and improvement of communication between leaders and teams.

Independent Consultant | UX, AI & Automation | 2022 – Present

- Development of AI-based solutions to automate processes across multiple industries.
- Design of tools that reduce operational friction and improve user experience.
- Creation of empathetic chatbots and anticipation systems that increase efficiency and reduce operational workload.
- Focus on applying technology in a human, intuitive, and wellbeing-oriented way.

Onesta – Chile | UX Manager | Jul 2022 – Aug 2024

- Designed and launched the MVP of an agro-industrial traceability platform.
- Coordinated cross-functional teams to ensure strategic product alignment.
- Modeled operational workflows integrating harvesting, production, and final delivery processes.

Onvo – Costa Rica | UX Consultant | Aug 2022 – Dec 2022

- Defined UX strategy for fintech products and payment platform expansion.
- Aligned business, design, and technology teams to ensure product consistency.

Omnilabs – Costa Rica | UX/UI Lead | Mar 2022 – Jul 2022

- Led UX/UI initiatives for Monyflow Web (Fintech/Crypto), achieving high-volume user enrollment.
- Coordinated multidisciplinary teams and ensured product quality standards.

Banco Galicia – Argentina | UI & UX Designer | Nov 2019 – Mar 2022

- Participated in the integration of MOD0, strengthening the bank's competitive positioning.
- Optimized and consolidated the App Design System to standardize components.
- Conducted UX Research and insights analysis to improve key business KPIs.

Perfumerías Rouge – Argentina | Senior E-Commerce & UX | Nov 2017 – Oct 2019

- Led the digital experience for the E-Commerce channel, optimizing navigation and conversion funnels (CRO).
- Managed migration and administration of the E-Commerce platform, ensuring visual consistency and omnichannel alignment.
- Improved usability, prototyping, and data-driven decision-making focused on KPIs.

Key Skills

- UX/UI Design | Product Strategy | Design Systems | UX Research | AI & Automation | Agile | Product Discovery | Stakeholder Management | E-Commerce | CRO | Design Ops

Tools

- Figma | Make.com | LottieFiles | After Effects | Adobe CC | Miro | Notion | Excel | Cinema 4D | ChatGPT | Claude

Education

- UX/UI Design Specialization – Digital House (2019)
- DIMO Specialization – UBA (2014)
- Graphic Designer – Universidad Libertadores (2008)
- Relevant Courses: LottieFiles Animation, UX Master

Languages

- Spanish: Native
- English: B1