



Ignacio Arias · *Nachitz*

Senior Product Designer — Design Systems · AI Product Interaction · UX

Santiago, Chile · nachitz@gmail.com · nachitz.com · linkedin.com/in/nachitz

Available for new opportunities · English & Spanish · Remote or Santiago, Chile

Product Design leader with 27+ years designing digital products end to end — research, flows, and polished, scalable design systems — for brands including Google, American Express, Sony and Expedia, fintech products across the world, and startups of every size. Current focus: interaction patterns for AI-driven products, with AI embedded in the design workflow itself to move from ambiguous idea to shipped, measured reality faster.

experience

Senior Product Designer — DEUNA

2022 — Present

Leading design for payment and checkout experiences at one of Latin America's fastest-growing fintechs, where every removed step shows up directly in conversion. Responsible for the design system keeping a multi-product platform coherent across markets; defining interaction patterns for AI-driven flows; working daily with product and engineering from ambiguous idea to shipped, measured reality.

Sr. Product Designer / UI Lead — The Bridge Social

2019 — 2022

Led UI for financial apps serving clients around the world: from first concept, research and flows through to polished, shipped product. Set the visual direction and quality bar across projects, and built the reusable component foundations that let parallel client work move fast without drifting apart.

Senior Designer — Expedia

2012 — 2019

Seven years as a remote UI/UX collaborator on Expedia.com.au, designing product enhancements and campaign experiences for one of the world's largest travel platforms — working async across time zones inside a mature, large-scale design organization.

Freelance Creative / Art Director — Nachitz

2011 — 2021

A decade of independent work alongside the roles above: creative direction and product design for corporates and startups through agencies including JESS3, Copypress, REDO Digital, Islandia, Machinautics and OKAM Studio — from brand-led campaign sites to product UI.

Earlier career — DEIKAP · Nueva Spock · Globant · E-volution · Bridger Conway

1999 — 2011

Designer to Senior Digital Art Director: web and multimedia design through the Flash era (DEIKAP, Nueva Spock), design at Globant, and interactive art direction at E-volution and Bridger Conway.

core skills

- Design systems & component libraries
- AI product interaction & patterns
- User flows & information architecture
- High-fidelity prototyping
- Design-engineering collaboration
- Product strategy

ways of working

- AI-accelerated workflow: research synthesis, flow pressure-testing, coded prototypes
- Figma libraries, tokens & documentation
- User research & usability testing
- Accessible by default (WCAG AA)
- Bilingual: English & Spanish