Consuelo Burotto

Senior Product Designer | Lead · Research · End-to-end Product Design

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SUMMARY

Senior Product Designer with 8 years of experience leading complex products from research to launch, across AI, fintech SaaS and eCommerce. I lead design for whole product areas, run the research, design the full journey and work side by side with product and engineering until it ships. I build design systems that scale across brands and platforms. And I measure what I ship: every flow gets its own success metrics, and I use them to decide what to fix next.

EXPERIENCE

BuildWithin

Senior Product Designer (Contractor), Remote · October 2025 – August 2026

- Owned product design for TalentCapital.AI and its AI career agent, Celeste, from idea to launch. The platform reached 83,000+ active users and was named Product of the Year by Technical.ly.
- Cut post-signup drop-off from around 40% to 10% after using PostHog funnels and session recordings to find where people got stuck and redesigning onboarding around it.
- Designed CV upload, job matching and career guidance, with match-score explanations and like/dislike feedback so users understand and trust each recommendation.
- Designed follow-up and clarification questions so the AI agent asks for context instead of guessing.
- Built streaks, badges, weekly goals, progress dashboards and skill assessments that keep users coming back.
- Designed a five-role SaaS for a government client, with eligibility rules, AI document validation and clear recovery flows for failed or blurry uploads.
- Worked with product managers, engineers and executives, prototyping in Figma Make to validate ideas before detailed design.

Altafid

Lead Senior Product Designer, Remote · June 2022 – September 2025

- Led design for a white-label wealth management platform (TAMP) and its investment-model marketplace, used by financial institutions, advisors and their clients, and mentored four product designers.
- Aligned product strategy, user needs and technical implementation with product owners, engineers, the CTO and the CEO across the US and Chile.
- Ran user interviews, usability tests and A/B preference tests with Maze across different user archetypes, and used the findings to settle design decisions.
- Designed complex customer journeys, from onboarding, KYC, documents and e-signatures to portfolio building, trading and billing.
- Designed dashboards, searchable tables, filters and side panels that make portfolio balances, performance and asset allocation easy to read.

- Designed a mobile-first PWA for advisors and a native app for their clients on one design system, plus admin tools to configure each institution's client portal.
- Built a multi-brand design system with four token levels, aligned with React and Storybook, that cut design-related QA issues by 90% across 23 features and three platforms.

Tekpro
Senior UX/UI Designer (eCommerce), Remote · May 2019 – June 2022

- Led UX/UI for six eCommerce sites, including LEGO, Agrosuper, Casa Royal and Amphora, from client discovery to design QA, and supported 27+ brands on Magento, VTEX IO, Shopify and WordPress.
- Ran competitor benchmarking and studied guest and registered buyers and their post-purchase needs, then adapted each checkout to the client's business goals and costs.
- Simplified the checkout with guest checkout, autofill, fewer fields and no distractions, and made promo codes easy to find and apply.
- Designed a cart where removed items can be restored; shoppers who removed items were more likely to add more later.
- Highlighted genuine, varied customer reviews on product pages to build trust.
- Ran A/B tests on product pages, checkout and email campaigns; GIF and video emails converted better than static ones.
- Rolled the improvements out across all client brands with reusable components and patterns adapted to each one, including Black Friday and Cyber Monday campaigns.

Earlier: Graphic Designer at Alba Studio (2018–2019) · UX/UI Designer at CETIUC (2018), where I designed the institution's first website

SKILLS

Product leadership: Design direction · Product strategy collaboration · Mentoring · Design critique · Stakeholder management · Cross-functional alignment
Research: Research planning · User interviews · Usability testing · A/B and preference testing · Competitive benchmarking · Research synthesis · Journey mapping
Product design: End-to-end product design · Information architecture · User flows · Interaction design · Prototyping · High-fidelity UI · Mobile-first and responsive · Accessibility (WCAG)
Metrics and growth: Success metrics per flow · Funnel analysis · Onboarding and activation · Engagement · CRO · Data-driven design
Domains: AI-powered products · Conversational and agentic UX · Explainable AI · Multi-role B2B SaaS · Fintech · eCommerce · Marketplaces · White-label platforms
Design systems: Token architecture · Multi-brand systems · Component libraries · Design QA · Developer handoff · React and Storybook collaboration
Tools: Figma · Figma Make · Maze · PostHog · Google Analytics · Hotjar · Miro · Jira · Claude · Claude Code · UX Pilot

EDUCATION

Professional Degree in Design, Strategic Design · Pontificia Universidad Católica de Chile (2012–2018)

LANGUAGES

Spanish: Native · English: Fluent