

Rodrigo Rivas *PRODUCT DESIGNER*

+5 years of experience in Web3 and Startup environments. Specialized in scaling products from "0 to 1" and mitigating technical risk. **I am a bridge between Design and Engineering**, utilizing scalable systems (Atomic Design) and AI-optimized workflows, ensuring production-ready deliverables.

PROFESSIONAL AND WORK EXPERIENCE

AOX, Santiago, Chile, Remote — *Head of Design*

2023 - 2025

Operational Efficiency: Defined and implemented the design pipeline from scratch, achieving a 50-70% reduction in the total design-to-production cycle time.

Scalability and ROI: Built a Design System with +200 components aligned with Frontend constraints, accelerating the simultaneous development of 3 key products.

Technical Handoff: Reduced "ping-pong" friction with engineering by 60-70%, delivering exact specifications and maintaining visual technical debt below 10%.

Consultant, International, Remote — *Product Designer*

2022 - Present

Market Validation: Executed +10 *end-to-end* projects, transforming complex business requirements into functional, investment-ready MVPs in 4-6 week cycles.

Global Operation: Acted as the sole strategic design partner, managing asynchronous communication, iterations, and technical handoff across multiple time zones without operational friction.

Platzi (YC-15), Bogotá, Remoto — *Student Advocate*

2021 - 2022

Product Insights: Traduje el feedback cualitativo de estudiantes en requerimientos accionables para el equipo de Producto, optimizando el roadmap basado en puntos de fricción reales.

EDUCATION AND SPECIALIZATION

Platzi, Online — *Specialization in Design and Technology*

2020 - Present

- Certification in UX/UI Design Fundamentals.
- Certification in Interface Design and Advanced Prototyping.

CONTACT AND PORTFOLIO

Website: www.rodrigorivas.co

LinkedIn: [/rodrigorivasco](https://www.linkedin.com/in/rodrigorivasco)

hello@rodrigorivas.co

+34 664 433 551

SKILLS

Product Design:

- UI/UX "End-to-End"
- Design Systems (Atomic)
- Prototipado Avanzado (Figma)
- UX Audits & CRO

Technical Proficiency:

- Arquitectura en React / Next.js
- TypeScript
- Handoff Optimization
- HTML5 / CSS3 / GitHub

Operations:

- AI-Powered Workflows
- Global Asynchronous Management

AWARDS

🏆 Designer of the winning project at [BASED LATAM 2024 Hackathon](#).

LANGUAGES

Spanish Native
English Advanced and Technical (C1)