

JAVIERA PELLIZZARI CID

Product Designer · UX/UI Designer · Design Systems · Agile

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PROFESSIONAL PROFILE

Product Designer with over 8 years of experience designing digital products for the insurance, banking, retail, and education industries. Specialized in UX, UI, and Design Systems, with experience leading end-to-end initiatives from discovery and user research through implementation alongside Product and Development teams. My approach combines strategic thinking, human-centered design, and business objectives to build scalable digital products.

WORK EXPERIENCE

Senior UI Designer · Design System Manager — Retorna 2026 · Fixed-term (3 months)

- Led the initial build-out of the new Design System and DesignOps processes within the Product team.
- Established a culture of collaboration and tooling to help teams build faster, more consistent products.
- Worked alongside Product, Development, and Growth to define standards, QA processes, and new ways of working.

Product Designer · Freelance — Equals — BIM App January - November 2025 (11 months)

- Took part in the complete redesign of the BIM app (a Peruvian digital wallet), leading the creation of its design system.
- Designed the money transfer flow end to end, from wireframes to high-fidelity design.
- Collaborated with a team of Product Designers to unify criteria and consolidate the app's Design System.

UI Designer for BCI Pyme — Ki Technologies May 2025 - March 2026 (11 months)

Greater Santiago

- Responsible for designing various flows within the SME (Pyme) Hub.
- Aligned products with the company's brand guidelines and Design System.
- Ongoing support in testing and improving flow design proposals.

Senior UX/UI Designer + Lead UI — BICE Vida April 2024 - November 2024 (8 months)

Greater Santiago, Metropolitan Region of Santiago, Chile

- Research and experience design within the Onboarding Tribe.
- Led the UI team, managing the Design System and coordinating with other teams to ensure coherence and integration.

Senior UX/UI Designer — BICE Vida November 2023 - March 2024 (5 months)

Metropolitan Region of Santiago, Chile

- Responsible for product design across the Onboarding Tribe.
- Lead designer in Design Sprint processes for new products.

UX/UI Designer — BICE Vida July 2020 - October 2023 (3 years 4 months)

Greater Santiago, Metropolitan Region of Santiago, Chile

- Responsible for UI design and user research for the Viaje Protegido Insurance, APV Insurance, Sports Insurance, and Cyber Landing Pages products.

UX/UI Designer — MEAT Group | Marketing and Communications May 2019 - May 2020 (1 year 1 month)

- Responsible for low- and high-fidelity design across digital platforms (desktop and mobile), including style guides, for clients such as Falabella and DG Medios.

Designer — eClass February 2017 - May 2019 (2 years 4 months)

- Responsible for product landing page design, social media design, and brand stationery.

Adjunct Professor — Information Design Course — Universidad Diego Portales January 2017 - July 2018 (1 year 7 months)

Av. República 180, Santiago, Chile

- Teaching assistant for the Information Design course alongside Professor Jenny Abud.

Researcher and Designer — FONDART Project — Consejo Nacional de la Cultura y las Artes January 2016 - December 2016 (1 year)

Province of Santiago, Chile

- Crianza, amor y respeto: an infographic project on basic care before adopting exotic pets. A continuation of a thesis project, winner of FONDART 2016.

Museography and Editorial Designer — Centro Cultural Palacio La Moneda

March 2015 - May 2015 (3 months)

Plaza de la Ciudadanía 25, Santiago, Chile

- Worked alongside the designer at Centro Cultural Palacio La Moneda on museography and editorial design.

Designer — Dios las Cria

March 2015 - May 2015 (3 months)

Monseñor Félix Cabrera 059, Providencia, Santiago, Chile

- Worked with other designers on branding, editorial design, and print production for various company projects.

EDUCATION

Graphic Design — Universidad de Chile

2010 - 2015

CERTIFICATIONS

- Service Innovation and Design — SHIFTA by ELISAVA
- ICAgile Certified Professional — ICAgile
- UX/UI Design — Coder House
- EF SET English Certificate 59/100 (B2 Upper Intermediate)

CORE SKILLS

Strategic planning · Agile methodologies · User experience design (UX) · Design Systems · Team leadership · DesignOps