

Santiago Gambera

Experience Designer & Strategist

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Latest Work Experience

jul 2021 - feb 2024

Senior UX Designer & Design Ops Specialist

Bricsys / Ghent, Belgium

Lead UX Designer of the team responsible for the UX/UI of a massive CAD software with over 400k active users in 110 countries. Tasked with understanding and documenting the behaviour and pain points of a wide array of users, focused on translating them into UX strategies, solutions and subsequent wireframes, aware of identifying possible business growth opportunities. In charge of creating and consolidating knowledge regarding the product entity architecture, information architecture and packaging structure for the different features and aspects of the intricate application. Responsible for communicating Design Decisions and rationale to key stakeholders and leadership, and of evangelizing good UX practices across the company and raising the overall UX maturity level.

Notable achievements:

- Participated from inception to shipment in over 25 unique features and projects across 4 major releases, offering my unique out-of-the-box way of thinking to come up with innovative solutions, while upholding excellence in UX, mentoring best UX practices, and overseeing with a critical eye the resulting implementations.
- Led over 20+ ideation and brainstorming workshops and acted as a facilitator for 5 cross-team design sprints.
- Established a close work relationship with the different stakeholders, team leaders, and section leaders to achieve a greater awareness of UX and its ROI, leading to a direct increase in UX buy-in and design maturity up to the CEO.
- As the first dedicated UX role, I helped expand the team by performing the technical screening of the incoming candidates. We successfully managed to hire two UX Designers who went on to demonstrate tangible competency and growth.

Hard Skills

Design. UX Strategy. Business Strategy. Product Vision. User Research. Innovation. Concept & Solution Design. Sketching. Wireframing & Prototyping. Visual Communication & Interface Design. Usability. System Design. Data Driven Design & Data Analysis. Design Ops. Copywriting (and UX Copywriting). Agile & Lean Methodologies. Project Leadership and Management. Prioritization and Roadmapping. Storytelling.

Tools. Figma. Adobe Suite. Microsoft Office. Notion. Clickup. Dust (& other AI Agents). Jira. Confluence.

Soft Skills

Personal. Perception. Problem Solving. Conceptual Thinking. Systems Thinking. Organization, Planning & Prioritization. Proaction. Fast Learning & Adaptability. Decision Making. Optimization. Lateral Thinking. Strategy. Business Acumen.

Group. Empathy. Active Listening. Collaboration. Conflict resolution. Leadership. Great verbal, non-verbal and written communication.

Languages. Spanish (Native). English (Proficient). Dutch (Learning)

Certifications

2025

Becoming A UX Strategist

NN/g - Nielsen Norman Group

2025

UX Management: Strategy And Tactics

IxDF - Interaction Design Foundation

2025

Professional Scrum Product Owner I

Scrum.org

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Latest Work Experience

Notable achievements (continued):

- Successfully led a year-long research and design project to enhance users' first impressions across all interaction points with the platform, from discovery to trial, purchase, licensing, management, and customization. The project developed a prioritized roadmap with the key initiatives to address over the next four quarters. Completed design tasks at a steady pace over the next three quarters of my involvement, and their implementation led to a 18% increase in conversion rates and 100% user satisfaction.
- Streamlined the Design Team's processes for managing project information and deliverables by creating a shared knowledge repository, The Athenaeum. This centralized hub served as a single source of truth to enhance design quality, improve accessibility, and boost the team's visibility and value across the organization.
- Achieved a more uniform user experience, with state-of-the-art features, by connecting and distilling crossover knowledge from different industries and user workflows.
- Assisted the Design Team Leader in setting up a design process to reduce miscommunication between the other teams, improve task prioritization, and optimize the allocation of the team resources.
- Encouraged the Design Team to approach work more innovatively by sharing design history, new relevant knowledge, and implementation insights. This boosted team engagement, and morale, and inspired creative, forward-thinking solutions.
- Introduced the practice of Design Ops to the company, and took on the responsibilities of Design Ops Specialist, as well as my own of Lead UX Designer, to understand and standardize the practice of Design in our team and how it should interface with the other teams.

Education

2018 - ongoing

Interaction Designer

Interaction Design Foundation

2013 - 2017

Graphic & Multimedia Design

Universidad Ort Del Uruguay

2011 - 2013

Computer Science

Universidad Católica Del Uruguay

Previous Work Experience

nov 2018 - jun 2020

UX/UI Designer

Riaktr / Brussels, Belgium

Sole responsible for the UX/UI design process of two B2B big data analysis web applications. Tasked with ideating solutions to user's problems found through research, and to business opportunities envisioned by the stakeholders and the product owners. Through the use of sketches, low fidelity mockups and prototypes, iterated with the product owners, stakeholders, development team and users. Created the final interface deliverables for the development team, and supported them through the development sprints.

Notable achievements:

- Steady design and delivery rate of planned features for both products during my time with the teams.
- Oversaw the ideation and design of two brand new modules for one product, and three new for the other product.
- Laid the foundation for two visual style guides, as a way to standardize the visual language of each product based on the key problems that each solved, relying on each product's strengths.
- Enabled and promoted a stronger UX, UI, and general design awareness among the development teams and the company.
- Existing clients and new prospects praised the improved look and feel and usability of both products.
- Assisted the Sales team in closing a high profile client, through the use of high fidelity mockups and prototypes during roadmap and product vision discussions.
- Acted as facilitator in several workshops, held by stakeholders, with the objective of creating new innovative features for both platforms.

jan 2018 - jun 2018

Lead UX/UI Designer & Product Owner

AreTheyHappy / Ghent, Belgium

Responsible for the roadmap planning, taking into account user needs, stakeholders objectives, budget and development time. In charge of the development sprint planning. Created sketches, wireframes, high fidelity mockups and interactive prototypes of user interfaces based on user feedback and stakeholders' goals. Facilitated design reviews with stakeholders. Supported Scrum Master during meetings, in the creation of the development tickets and keeping the goal and requirements clear for the development team.

Notable achievements:

- Implemented a new design cycle and methodology.
- Achieved a steady and increasing story point completion rate through proper sprint planning.
- Implemented the use of a requirements document for new functionalities, improving communication between design and development teams.
- Assisted the sales team in some high profile clients signing with high fidelity mockups, prototypes and graphic assets.

sep 2016 - dec 2017

UX Designer & Consultant, Graphic Designer

Freelance / Montevideo, Uruguay

Created stationary and editorial pieces for different international clients. Developed several new brand's identities and counseled starting brands on strategies. Conducted multiple usability audits for websites and newsletters.

dec 2015 - dec 2016

Team Lead, Web Developer & Designer

Frenesi Studios / Montevideo, Uruguay

Managed a small multi disciplinary team of graphic and multimedia designers. Organized the team and work load between multiple simultaneous projects for international clients. Developed websites using HTML5, CSS3, JS, PHP and MySQL.

feb 2013 - jun 2013

Software Q&A, UX/UI Tester

Overactive Inc. / Montevideo, Uruguay

Tested new features. Responsible for clear and timely bug reports. Implemented new bug tracking and client feedback processes. Managed communication between the client and the development team.

Notable achievements:

- Client appraised the increase in bug fixing efficiency, better communication and improved UI.