

Santiago Gambera

Experience Designer & Strategist

+32 487 26 51 25
santiagogambera@gmail.com

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.

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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

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

*An extensive recount of my previous work experience can be found on my LinkedIn profile:
(<https://www.linkedin.com/in/sgambera/>)*