

Rodrigo Araya Sandoval

SENIOR PRODUCT DESIGNER · HELSINKI, FINLAND

Open to remote, hybrid or relocation

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I make complicated things feel simple.

In 15+ years I've gone from web designer at agencies in Santiago to co-founding a design studio in Helsinki and leading design teams at digital agencies for clients like Finnair and Nokia. Since 2021 I've designed B2B and B2C products at scale: retail planning at Relex, and now booking at BeeHealthy, a healthcare platform serving 80% of Finland's public sector and the #1 healthcare app in the UAE. Today I work where design, product and business meet, in cross-functional teams from early discovery to shipped interfaces.

EXPERIENCE

Senior Product Designer	BeeHealthy (FI)	06/2024 – Present
- Lead booking design end to end, across the patient app (iOS, Android) and professional tools; it powers the #1 healthcare app in the UAE (client brand), with 5,000+ bookings a day - Run discovery for a standalone booking product and the veterinary segment: market insights, stakeholder research, MVP scope and prototype - Design the booking permissions model, defining which roles and organizations can book, view and manage appointments across clinics and EMRs - Contribute accessible (WCAG 2.1 AA) booking components and patterns to the design system, and run design critiques for the team - Own the MVP design for a regulated medical device (EU MDR)		
Senior Product Designer	Relex Solutions (FI)	06/2021 – 05/2023
- Trade promotion planner: one shared space for global retailers to plan, optimize and evaluate promotions - Workforce shift view: weeks of shifts at a glance, clearer warnings and bulk edits across 100+ employees - Owned user research, prototyping and testing, grounded in interviews with sales, product managers and customer success		
Senior Product Designer (freelance)	Toptal (US) · Independent	02/2022 – Present
- Alongside full-time roles: product design for startups in healthcare, real estate and compliance-heavy SaaS - Websites for companies and founders: World Quantum Day, Savory & Partners, AQVA Finland, Scalp Micro USA		
Lead Designer	Pixels Helsinki (FI)	08/2020 – 05/2021
Led and mentored the design team, taking 10+ client websites from concept to launch		
Digital Design Lead	Mirum Helsinki (FI)	06/2018 – 08/2020
Digital design and art direction for Finnair, Nokia, HMD, Konecranes, Fennia and Enfuce		
Lead Designer / Co-Founder	Revolve Studio (FI)	07/2014 – 05/2018
Co-founded and ran the studio, leading sales, project management and design across 30+ projects, specializing in restaurants and hotels		
UI and Web Designer	BBDO, Raya, Dittborn & Unzueta (CL)	2010 – 2014

SKILLS

Product & discovery · User research, discovery interviews, stakeholder workshops, market and competitive research, AI-assisted research synthesis, MVP scoping, usability testing

Design & build · Interaction design, AI-powered features, Figma, design systems, AI prototyping and design-to-code (Claude, Lovable), Framer, accessibility (WCAG 2.1 AA), UX writing

Domains · Healthcare SaaS, EMR interoperability, EU MDR, B2B and B2C platforms, retail tech

Languages · Spanish (native), English (fluent)

EDUCATION

BA in Multimedia Production, specialization in User Interface Design
Gabriela Mistral University, Chile · 2010