

Angel Suárez

Product Designer

 Based in Santiago, Chile

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I believe that human-centered solutions are key to reshape our digital world. That’s why bringing a design vision to life that users love —and help businesses grow— is so rewarding. With almost a decade of design experience at different startups and scaleups, I’ve been delivering value in acquisition, growth and UX, and even ranked as a top-performing contributor, by combining curiosity, deep product knowledge and creativity.

EXPERIENCE

Reity — Product Designer	 Jun 2025 — Present
Santiago, CL	
- Designed several core product features, redesigned key flows to improve UX and built the whole ecosystem for a new token launch within my first 2 months. - Redesigned and implemented the new website for improving conversion through research, AI and no-code tools. - Collaborated with marketing initiatives and content creation to communicate new releases and product updates.	
Topsort — Product Designer	 Nov 2024 — Jun 2025
Palo Alto, US	
- Designed, iterated and delivered over 12 new core product features within 6 months as part of the Experience team. - Contributed to maintain and scale the product's design system, and led the QA stage for its implementation. - Collaborated with the Marketing team to produce design materials and motion graphics for key company events and conventions globally.	
Reten.ai — Product Designer	 Jan 2024 — Nov 2024
Santiago, CL	
- Designed the core features and modules for the platform MVP based on the key business goals and feedback from early adopters. - Revamped the v1 layout of the home dashboard design into a simpler, more user-friendly experience. - Maintained and made improvements to the baseline design system.	
UnaCuarta — Founding Designer	 Apr 2023 — Aug 2023
Santiago, CL	
- Achieved over US\$300K in investments in less than six months, acquiring 800 customers with a remarkable 98% retention rate through continuous discovery and strategic UX/UI improvements. - Wore every possible hat for rapidly shaping the product MVP's experience into building trust and effectively communicate differential value. - Co-created and ran a content growth strategy, creating and launching multiple ad campaigns, blog and social media content.	
Fairplay — Product Designer	 Jul 2022 — Apr 2023
Ciudad de Mexico, MX	
- Developed and executed a product-led strategy with the Growth team to align company goals with brand marketing evolution. - Achieved a +40% increase in new inbound contracts from the main website, by optimizing inbound conversion through research and A/B testing. - Contributed to ideate and design campaign key visuals for main local seasonalities such as Buen Fin and Hot Sale.	
SumUp — Creative Designer / Design Coordinator	 Oct 2020 — Jun 2022
Santiago, CL	
- Achieved a +179% boost in conversion rate for the marketing website as the result of 20 A/B test experiments. - Reached a cumulative +70% increase in conversion from experiments with ad sets, claims and landing page layouts. - Managed the Design team in Chile, ensuring consistent brand language for all communications across Brand, Marketing, and Website.	
Frest — Integral Designer	 Oct 2019 — Oct 2020
Santiago, CL	
- Executed design solutions for the e-commerce platform to boost sales and promote new products. - Provided visual content for marketing campaigns, organic social media and blog, while aiming to keep brand consistency. - Contributed to enhance Frest's brand recognition and user engagement, with additional projects such as offline graphics and remarketing flows.	
Rappi — Lead Designer	 May 2018 — Jul 2019
Santiago, CL	
- Led the creative direction of visual assets for pre-launch and launch stages in Chile. - Managed a 4-people design team, streamlining workflows and ensuring the delivery of high-quality outputs aligned with the global brand. - Contributed to establish of a visually cohesive and impactful market presence in the country.	

EDUCATION

Javascript Course	 2024
Coderhouse	
Advanced UX/UI Design Course	 2021
Coderhouse	
UX/UI Design Bootcamp Scholarship	 2020
Awakelab	
Lic. in Graphic Design	 2008 — 2015
Los Andes University	

PROJECTS & ACHIEVEMENTS

Temporal Design — Entrepreneurship	 2024
A subscription-based model DaaS agency, with a focus on product and service design.	
Fairplay — Award	 2022
BizDev Q4 MVP recognition, for outstanding performance and positive business impact.	
SumUp — Award	 2021
Part of Chile's 10 Top Performers of the year, for the most meaningful impact and culture embodiment.	
Rappi — Award	 2019
Design Top Performer of the year, for commitment and highest design contributions and deliverables.	

SKILLS

Language — Spanish (Native), English (Advanced C2), German (Beginner A1)
Traits — Hardworking, Curious, Detail-Oriented, Proactive, Empathetic
Talents — Drums, Guitar, Coffee Making
Toolbox — Figma, Adobe Creative Cloud, Affinity, Hotjar, Maze, Optimal Workshop, Webflow, Framer, Wordpress, AI (GPT, Claude, Perplexity, v0, Bolt), VS Code, Storybook, Vercel, Contentful, Optimizely, Notion, Jira, Confluence, Miro, Trello