



JAVIER ESQUIVEL ROMERO

Product Designer · Design Systems · iOS · Web

Santiago, Chile · Remote-ready · English proficient

EXPERIENCE

Product Design Manager

Dec 2025– present

Ria Money Transfer / Xe · Hybrid, Chile

- Introduced design crits, structured reviews, and 1:1s to raise the bar across the team while keeping execution sharp
- Leading the Xe consumer redesign: running workshops with key stakeholders to rethink the product foundations for what comes next
- Still contributing as an individual designer. Managing the team doesn't mean stepping away from the work

Product Designer II

Jul 2025– Dec 2025

Uber · Grocery & Retail · Hybrid, Chile

- Designed a replacement flow for out-of-stock items during live orders, reducing friction on a path that affects millions of users daily
- Designed live order editing: post-purchase modifications with real-time state feedback and constraint handling
- Worked closely with PMs and Engineers from early exploration through shipped detail

Senior Product Designer

Nov 2024 – Jul 2025

Ria Money Transfer · Hybrid, Chile

- Led migration to Shadcn UI + Tailwind with component documentation and interaction guidelines
- Ran an in-person workshop in Denver to onboard stakeholders on the new system
- Built collaboration workflows between Product, Engineering, and UX that didn't exist before

Product Designer

Aug 2023 – Nov 2024

Fintual · Hybrid, Chile

- Redesigned onboarding so users could explore the product before registering. Conversion went up, and the flow rolled out from Chile to Mexico
- Redefined design tokens, principles, and documentation for the entire product
- Improved the stock and share buying experience for Chile's leading investment platform

Lead Product Designer

Jun 2022 – Aug 2023

Xepelin · Remote, Chile

- Built RocketDS from scratch: component audit, token system, squad coordination, one source of truth
- Redesigned the lending request flow to make customer financing feel simpler

CONTACT

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<https://javiero.me/linkedin>

WHAT I DO

Product Design

Design Systems

Native

Interaction Design

Prototyping

Vibecode

System Thinking

User Research

TOOLS

Figma

FigJam

HTML/CSS

Git

Claude Code / Codex

Notion

Maze

LANGUAGES

Spanish: Native

English: Proficient

ALSO

Advisory Council Member

Universidad Gabriela Mistral

Faculty of Design & Digital Arts

2023 – present



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PREVIOUS EXPERIENCE

Head of UX

May 2021 – Jun 2022

Orionx · Chile

Made crypto feel accessible through product redesign, brand refresh, and the Sirius UI Design System. Managed the design team.

UX Designer

Nov 2019 – May 2021

Mercado Libre · Brazil, Argentina, Mexico

Vehicle vertical across three countries. Guerrilla testing, interactive prototypes, A/B experiments at scale.

Product Designer

May 2018 – Jul 2019

uBiome · San Francisco (remote)

Clinical products for patients and doctors. Consolidated two platforms into one brand system.

EARLIER ROLES

UX & Web Designer · Falabella Retail · CL, AR, PE, CO

2017 – 2018

Product Manager & UX · SmartboxTV · CL, PE, BR

2015 – 2017

Product Designer · Unight

2012 – 2014

Professor, UX & Interaction · U. Gabriela Mistral

2017 – 2019

THINGS I'VE BUILT

La del día

<https://ladeldia.cl>

A Chilean Wordle I co-created. 10,000+ unique players, 31,000 completed games. I designed the mechanics, curate the daily words, and built the front-end. Added real-time leaderboards with Supabase, personal stats, and web haptics. Still running, still iterating.

Travel Companion App

<https://javiero.me/uk>

A travel app I designed and coded for a 3-week UK trip. Live journal with daily entries and photos, itinerary planner with budget tracking and live weather, transport strategy per traveler, place discovery with ratings and maps, and an admin panel to manage it all. Currently iterating mid-trip based on my partner's feedback.

Zesty · Investment App Redesign

<https://javiero.me/zesty>

End-to-end redesign of a Chilean fintech as external Product Designer. 6 order types, bracket orders (OTO/OCO/OTOCO), real-time charts with session-differentiated colors, and a slide-to-buy/sell pattern we haven't seen in other brokers. Ongoing since 2023.

EDUCATION

Pontificia Universidad Católica de Chile

Diploma in UX & Digital Content

2015

Universidad Gabriela Mistral

B.A. Crossmedia Design

2009 – 2013

Thesis: Karú, a travel app for astronomy tourism in Chile's Elqui Valley

CERTIFICATIONS

UX Management: Strategy & Tactics

IxDF – 2022

PLATFORMS

iPhone	iPad	Mac
Apple Watch	Android	Web

INDUSTRIES

Fintech	Ecommerce
Grocery and Retail	Crypto
Healthcare	Media

HOW I WORK

- Craft at every layer, from the token to the transition
- Shipping over presenting
- Building with engineers, not handing off to them
- Making complex things feel clear and calm