



Víctor Valdebenito

SENIOR PRODUCT DESIGNER / UX ENGINEER

Frontend · SaaS & Web Platforms · Business-Oriented Digital Products

PROFESSIONAL SUMMARY

Product Design Lead / UX Engineer with 8+ years of experience solving business problems through B2B platforms, transactional websites, e-commerce experiences, SaaS UX, and digital interfaces focused on operations and growth.

I combine UX strategy, information architecture, design systems, and frontend execution to turn complex requirements into clear, scalable, measurable digital products. My work spans discovery, user flows, wireframes, prototypes, high-fidelity UI, handoff, reusable components, and implementation.

My core value is reducing the gap between business, design, and development: I clarify digital value propositions, improve user experience, accelerate delivery, and turn commercial needs into functional solutions.

CONTACT

+56981999475

victor.valdebenito17@gmail.com

Santiago, Chile.

linkedin.com/in/victor-valdebenito

victorvaldebenito.cl

CORE SKILLS

- Product & UX: Product Design, UX Strategy, Discovery, Information Architecture, User Flows, Wireframing, Prototyping, Usability, Interaction Design.
- UI & Systems: Design Systems, Figma, Component Libraries, Visual Design, Responsive Web Design, Handoff, Accessibility Basics.
- Frontend: HTML5, CSS3, JavaScript, Bootstrap 3/4/5, PHP, MySQL, WordPress, Shopify.
- Digital Business: B2B Platforms, SaaS UX, Landing Pages, SEO/SEM, Marketing Automation, Digital Analytics, Google Ads, Meta Ads.
- AI & Tools: ChatGPT, Claude, Gemini, HubSpot, Adobe Photoshop, Adobe MailChimp, Affinity.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer & Frontend Developer

Soluciones IMS
(2024 – Present)

- Lead the design and development of websites, platforms, and integrations for B2B clients, connecting value proposition, information architecture, UX/UI, and frontend execution.
- Translate commercial requirements into user flows, wireframes, prototypes, interfaces, and reusable components focused on clarity, conversion, and scalability.
- Implement views and components with HTML, CSS, JavaScript, Bootstrap, PHP, and MySQL, reducing friction between design, development, and delivery.
- Define visual standards, content structures, and reusable patterns to accelerate production, improve consistency, and support maintainability.
- Use AI, automation, and digital analytics to optimize design processes, content, campaigns, and decisions for web products.

Senior UX/UI Designer

Núcleo Creativo – Dimarsa
(2023 – 2024)

- Designed digital experiences for e-commerce, campaigns, landing pages, email marketing, and commercial assets, aligning brand goals, performance, and user experience.
- Collaborated with marketing and development teams to maintain visual, commercial, and functional consistency across campaigns, platforms, and digital pieces.
- Developed visual proposals focused on improving commercial communication, navigation, usability, and clarity across digital touchpoints.

UX/UI Designer

Foco en Obra
(2022)

- Designed and implemented the corporate website from scratch, structuring modules, navigation, content, and interface for a construction-focused B2B business.
- Applied usability, visual hierarchy, and information architecture principles to support clearer service communication and site exploration.

UX/UI Designer

Asicom Mobile Solutions
(2021 – 2022)

- Developed wireframes, mockups, and prototypes for websites and digital solutions, collaborating with technical teams on visual structure and responsive behavior.
- Contributed to website development with Bootstrap 3/4/5 and WordPress, supporting interfaces focused on clarity, consistency, and ease of implementation.

Web Designer / UX Designer

TransVAS SPA
(2018 – 2021)

- Translated business needs into user flows, functional diagrams, mockups, prototypes, and web interfaces aligned with business goals.
- Led web design, content, and digital identity initiatives while incorporating UX criteria to improve navigation, structure, and online presence.

Freelance Product Designer / Web Designer

Freelancer
(2016 – Present)

- Design and develop digital solutions for small businesses and independent clients, including B2B websites, e-commerce, landing pages, branding, SEO/SEM, web maintenance, and UX optimization.
- Work directly with clients on requirements gathering, digital positioning, information architecture, visual design, implementation, and continuous improvement.

EDUCATION AND Y CERTIFICATIONS

- Web & Mobile Design – INACAP, 2014 – 2017
- UX/UI Design – UXER School, 2020
- Digital Marketing – Google Activate, 2021
- Continuous learning – JavaScript, advanced web design, fullstack, applied AI, HubSpot & AI Automation, digital data analysis.