Sofía Guevara

Product designer - Strategic designer

English/Spanish Sofiaguevarab@gmail.com Portfolio linkedin.com/in/sofiaguevarab Berlin, Germany (Valid Student Visa)

PROFILE

Versatile UX/UI and Strategic Designer pursuing a Master's in Strategic Design in Berlin. Backed by 5 years of experience transforming complex requirements into scalable, user-centered digital products across healthcare, fintech, aviation, and public sectors. Proven track record of driving massive user growth, establishing robust design systems, and optimizing system performance through data-driven design, user research, and agile methodologies.

Seeking a strategic design role within high-impact product environments that offer clear opportunities for professional growth, cross-disciplinary collaboration, and long-term design strategy.

CORE ACHIEVEMENTS

2nd Place & Finalist - Chile Diseño Awards 2024: Internationally recognized in the Digital Experiences & Digital Products category for the MiRedSalud patient portal platform.

3,596% User Registration Growth: Drove massive enrollment within one year for RedSalud by redesigning the platform's information architecture and user flows.

20% Customer Effort Score (CES) Improvement: Increased data visualization efficiency for the MiRedSalud patient portal, reducing process abandonment by 15%.

WORK EXPERIENCE

Strategic Designer (Academic Project)

Futurium - SRH Hochschule | Berlin, Germany | Oct 2025 – Present

- Conducted speculative research on AI ethics and emerging technologies to co-create an interactive simulation framework ("The futures kaleidoscope") featured at the Open Lab Night.
- Facilitated alignment workshops with institutional stakeholders, delivering data-backed design proposals and a scalable strategic roadmap based on iterative user testing loops.

Senior Product Designer

Ministry of Health of Chile | Remote (Chile) | Nov 2025 – Present

- Act as Lead Product Designer for critical digital health platforms, including the Tele-reports (Teleinformes) portal and Oncology Tracking systems.
- Research work methodologies across different teams to propose and implement agile integrations, unified documentation, and design governance across digital health squads.
- Led the digital transformation of public health services by digitizing legacy workflows, enabling citizens to complete procedures and review official documentation online.
- Collaborated with the Product Owner on product management, user story drafting, and task prioritization to ensure complete alignment between user needs, technical constraints, and business objectives.

Senior Product Designer

National Treasury of Chile | Remote (Chile) | Apr 2025 – Oct 2025

- Served as Lead UX/UI Designer for high-impact strategic digital platforms focused on fiscal transparency and public access to state financial information.
- Designed the end-to-end user experience and interface for the new Financial-Accounting Portal (Portal FET) and its internal Publication Manager.
- Created, documented, and scaled the institution's official Design System to ensure complete UI consistency and digital accessibility.
- Facilitated Lean Inception workshops and business alignment meetings to map out complex information architecture and define implementation roadmaps.
- Developed functional and design QA test cases to validate product stability prior to rollout, and conducted User Acceptance Testing (UAT) to guide backlog prioritization.

Product Design Consultant (RedSalud)

2Brains | Hybrid (SCL) | Jan 2024 – Apr 2025

- Led UX/UI design, user research, usability testing, and data analysis for the private patient portal MiRedSalud.

- Collaborated with executive stakeholders to align digital prototypes with business goals, and worked directly with frontend and backend engineering teams for seamless handoff.
- Designed and launched 20 new features, helping outpace core market competitors by 30%.

UX/UI Design Consultant (Chilean Chamber of Construction) 2Brains | Hybrid (SCL) | Nov 2023 – Jan 2024

- Spearheaded the UX/UI design, user research, and comprehensive implementation of the Compromiso PRO website, fostering institutional digital transformation.

UX/UI Designer (Cocha Airlines) 2Brains | Remote (Chile) | Sep 2023 – Nov 2023

- Executed service design and Lean Inception frameworks to streamline digital user journeys within the aviation and travel retail sector.

UX Designer (Chilean Pension Superintendency) 2Brains | Remote (Chile) | Jul 2023 – Sep 2023

- Served as UX Designer and UX Researcher, organizing extensive user research and usability testing sessions to update public social security interfaces.

UX/UI Designer (RedSalud) 2Brains | Remote (Chile) | Aug 2022 – Oct 2022

- Contributed to user research and UI design for the brand's Integrated Service Platform during an intensive corporate training program.

EDUCATION

Master of Arts (M.A.) in Strategic Design – SRH Hochschule Berlin, Germany | Oct 2025 – Sep 2027 (Expected)

Professional Degree in Industrial Design – Universidad Diego Portales, Chile | 2019 – 2024

AWARDS

Second place, Chile Diseño Awards 2024 - Digital Experience Design

First place, Chile Diseño Awards 2024 - Spatial design

Finalist at LADAWARDS 2022 - Signage category

CERTIFICATIONS

Forward Executive Program – McKinsey & Company | Jul 2025

Product Design in AI: Artificial Intelligence and Users – Udemy | Feb 2025

Master Strategic Thinking and Problem Solving Skills – Udemy | Sep 2024

Data & Analytics (Google Analytics) – 2Brains Academy | Oct 2024

Critical Thinking Strategies For Better Decisions – Udemy | Jul 2024

Fundamentos y Prácticas de Sistemas de Diseño – 2Brains Academy | Nov 2023

How To Design for Accessibility (WCAG 2.2) – Udemy - BBK | 2022 – 2023

Information Architecture (IA) Fundamentals – Udemy | Oct 2023

SKILLS & CORE COMPETENCIES

Design & Strategy – UX/UI Design, Strategic Design, User Research (UAT), Information Architecture, Lean Inception Workshops, Design Systems, Service Design, Digital Transformation, Web Accessibility (WCAG).

Tools & Technologies – Figma, FigJam, Adobe Creative Suite, Jira, Clarity, Google Analytics, Framer.

AI & Innovation – AI for Design, Prompt Engineering (ChatGPT, Gemini, Perplexity), Future Scenario Planning.

Languages – Spanish (Native), English (Fluent / Professional Working Proficiency), German (Beginner).