

Felipe Alarcón

SENIOR UX / PRODUCT DESIGNER & TEAM LEAD

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STATEMENT

Senior UX Designer with **14+ years** leading cross-functional teams in gaming and digital products. Specialized in Game UX and Product Design for Fintech/E-commerce, delivering scalable design systems and experiences for **350M+ users**. Balanced leadership with hands-on design execution.

EXPERTISE MAPPING

LEADERSHIP	METHODS	DOMAINS
→ Team Management → Stakeholder Alignment → Agile / Scrum → Design Critique	→ User Research → Information Architecture → Usability Testing → Journey Mapping	→ Game UX & LiveOps → Fintech & E-commerce → Web3 UI & AI Tools → WCAG AA/AAA Compliance

TECHNICAL STACK

Figma	Make	Miro	Maze	Nanobanana	Antigravity	Cursor	Midjourney	Google AI Studio
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EXPERIENCE

Senior UX Manager | UX/UI Team Lead

2023.05 – 2026.02

[Gala Games](#)

- Directed a 5-person cross-functional UX/UI team for PC and mobile titles, establishing design critique workflows that streamlined production and minimized engineering rework.
- Architected and evolved scalable design systems from scratch for flagship original IPs, including Mirandus, Vexi, and Last Expedition, while pioneering AI-augmented prototyping pipelines using Nanobanana and customized JSON prompting.
- Re-engineered the end-to-end checkout funnel and marketplace discovery architecture to drastically reduce user drop-off during high-volume, high-stress primary NFT sales events.
- Designed high-converting marketplace frameworks and landing pages leveraging behavioral economics, scarcity principles, and transparent social proof vectors.

THE IMPACT

Reduced conceptual design-to-prototype cycles by 40% through AI-assisted asset workflows, while driving a verified +35% conversion rate uplift on web and mobile storefronts by streamlining information architecture around players' mental models.

Senior Game UX Designer - Tech Lead

2022.02 – 2023.05

Fortnite / Epic Games

- Owned the interaction architecture for the main menu, social lobby, and game-mode selection systems, operating in high-velocity Agile sprints to support a live-service global ecosystem.
- Designed cross-platform party selection mechanics and contextual sidebars, validating iterative flows via rapid user testing and behavioral research protocols.

THE IMPACT

Successfully compressed the core social onboarding flow from 5 to 3 interaction steps, directly decreasing user cognitive load and friction for a global base of 350M+ active players.

Senior UX Designer – Digital Products

2019.08 – 2022.02

LATAM Airlines

- Led the holistic end-to-end UX/UI mobile redesign of the global ticketing and checkout infrastructure, treating the application as a highly optimized, independent digital ecosystem.
- Managed complex layouts handling multi-segment flight data and real-time luggage telemetry under high-stress travel conditions, strictly ensuring compliance with legal WCAG AAA accessibility requirements.
- Chaperoned deep qualitative research loops and interviews with premium tiers (LATAM Pass) to build personalized, context-aware loyalty dashboards.

THE IMPACT

Simplified post-purchase travel management for millions of international flyers and secured flawless accessibility compliance across the product's primary mobile onboarding flows.

UX/UI Designer – Fintech (MACH)

2017.03 – 2019.08

BCI / Globant

- Served as the founding lead UX designer tasked with architecting Chile's most democratic digital banking MVP from the ground up, translating complex financial compliance into friction-free user interfaces.
- Designed and iterated the mobile-first registration, peer-to-peer transfers, and prepaid card issuing journeys in constant alignment with legal and security engineering teams.

THE IMPACT

Successfully captured over 1 million active users within the first 12 months of launch, setting a country-wide historic milestone for financial inclusion among unbanked millennial demographics.

EDUCATION

Advertising & Marketing

Duoc UC, Chile

LANGUAGES

- Spanish:** Native
- English:** B2 Solid Professional