

Camila Maira

Senior Product Designer

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Experience

Talana / Product Designer

2024 – present

End-to-end design for an HR/Payroll platform, working cross-functionally across modules such as Recruitment & Selection, Attendance & Shifts, Training, and Employee Portal.

- Led design initiatives across multiple modules simultaneously, maintaining experience consistency, interaction patterns, and alignment with the Design System.
- Designed critical operational workflows for HR teams, covering discovery, information architecture, prototyping, validation, and handoff to development.
- Promoted the use of AI in the design process, including advanced prototyping, solution exploration, and visual QA agents to improve pre-production quality.
- Worked closely with Product, Engineering, and QA teams, using my technical foundation to anticipate edge cases, implementation constraints, and scalability decisions.

LicitaLAB / Founding Product Designer

2021 – 2024

Part of the founding team of a public procurement SaaS platform for Chile and Peru, leading the product experience from scratch through its evolution and scaling.

- Designed the complete product experience: end-to-end flows, information architecture, interaction patterns, and user experience for complex procurement processes.
- Built the Design System from scratch, defining tokens, components, and reusable patterns to scale consistency and design/development speed.
- Led discovery and user validation through interviews, usability testing, and A/B testing.
- Worked closely with development teams on implementation and interface refinement, ensuring coherence between design, business logic, and the final product.
- In the early stage, also contributed to growth, automation, campaigns, and the definition of product opportunities.

Citi Brasil / Developer

2020 – 2021, Kibernet

- Worked in development and QA for an internal application in a multi-country environment, collaborating with teams in Brazil in Portuguese and English.
- Developed unit and automated tests using Java and Selenium, strengthening my technical judgment for collaboration with engineering teams.
- Tracked product metrics to support strategic product evolution decisions.

Freelance / Web Design & Development

2013 – 2021

Designed and developed websites, interfaces, digital assets, visual identities, and editorial projects for clients such as Ministerio de Bienes Nacionales, Universidad de Chile, Fundación Nosotros Ciudadanos, Confecoop, Codelco, and Agencia BOND.

Education

Universidad Finis Terrae /

UX Strategy, Business & IA

2026

CoderHouse /

Web Development

2022

Laboratoria /

Front-End Development

2019 – 2020

UNIACC /

Graphic Design and Multimedia

2011 – 2016

Skills & languages

Skills / Product Strategy · Discovery · UX Research · Complex Flows · Information Architecture · Design Systems · Prototyping · SaaS B2B · AI-assisted Design

Tools / Figma · Claude · Claude Code · Jira · Lovable · n8n · Clarity · HubSpot · Adobe Creative Suite

Technical background / HTML · CSS · JavaScript · React · Java · WordPress · Agile

Languages

- Spanish native
- English intermediate
- Portuguese advanced

Volunteer Work

Mentor / HackLab IA Stgo Cero Carbono

2025

Mentor / Technovation Girls

2021